

"Borders frequented by trade seldom need soldiers..."

William Schurz

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Women Will Outnumber Men On Campus GWIB National Conference to Come to T-Bird

By KALPANA SEHWANI
U.S.A., '04

On November 14, 2003, over four hundred female MBA's will flood the Thunderbird Glendale Campus. No it's not every male T-bird's dream, but reality. The GWIB National Conference is coming to Thunderbird - so get ready! *What is the GWIB National Conference?*

Graduate Women in Business was founded in 1979 at the Wharton School of Business on the basis that an organization was needed to deal with issues faced by women in business, and to promote and educate women in business. Since then, GWIB has organized a national conference to serve as a networking and educational platform for all local chapters. Last year's conference had over 200 active chapters represented. Since its inception, the conference has been held at various schools around the country. This year, with 250 local chapters competing to be the next host, landing this event was no small feat.

T-bird GWIB wins the bid!

After attending last year's conference at the University of North Carolina, the team, headed by Cindy Liu, worked tirelessly around midterms and finals, to rally support and put together a knockout proposal. Thunderbird showed its dedication to GWIB by not only sending several students to the conference, but by also sending Dr. Kay Keck, Vice President

of Student Services and Program Support. T-Bird was the only institution that sent a representative from administration. The bids were due on January 27, 2003, and the steering committee pulled together to put the final touches and send off the proposals. On February 11, 2003, the decision was made and T-bird GWIBers were ecstatic to find out that their hard work had paid off.

"Beyond Borders," GWIB National Conference November 14 & 15, 2003

Drawing on Thunderbird's international expertise, the conference will prepare attendees to move beyond personal, gender, geographical and cultural borders. The two-day conference will highlight two keynote speakers, and offer panel discussions and seminars centered on this theme. Additionally, there are plans to have a Career Fair, a Golf Clinic, Ladies Night at the Pub and a regional dinner co-sponsored with the various international cultural clubs on campus.

Value Added to Thunderbird

Winning the conference is monumental for our institution. This will be the first time that a



GWIB Archamps celebrates National Women's Week

west-coast school has won the honor of hosting this prestigious event. Further, with marketing materials being sent to over 250 schools and 5,000 students, it will certainly be an opportunity for Thunderbird to increase its brand recognition. Having the conference on campus will also allow all Thunderbird students to attend invaluable workshops at a minimal cost and network with graduate students nationwide.

T-Bird GWIB, brief history

Thunderbird's chapter of GWIB was founded in Fall 2001, and has been one of the most active organizations on campus. T-bird GWIB has brought an impressive roster of speakers to campus from women CEOs in the investment industry to leading engineers, a Six Sigma expert and the US-Europe Trade Representative. Additionally, GWIB has sponsored various panel discussions on topics such as Career and Family: the Double Bind, Women Working Abroad: A Different World for Women, Entrepreneurship, and How to

Technology Spotlight

By TIM TSAO
U.S.A., '03

This is the first article in a series discussing technology issues relevant to our Thunderbird community, particularly students.

Wireless Task Force Survey Results

There has been a lot of talk of wireless on campus. Much of the excitement has been focused on the high-level task force investigating bringing wireless to campus.

The recent survey they rolled-out supports this excitement with data. One out of three students did the survey: 89% of the respondents feel that wireless

connectivity is important on the Glendale campus; 88% said they need network access for group meetings; 54% have wireless capability; and the Commons and the IBIC were ranked as top choices for wireless connectivity. The task force is continuing to identify and seek resolution to issues important to the T-Bird community.

Trade-offs With Wireless Networking

When you think of wireless internet, thoughts of roaming freely with your laptop come to mind. No wires to deal with. No need to sit near a LAN port. What you don't think of are the trade-offs.

First, the amount of time your computer can run on battery alone while running a wireless network card is reduced. For example, instead of running 4 hours on battery, you'll run 3 hours.

Next, you may potentially run on slower bandwidth

than a hardwire connection. The more the number of wireless users in say the Commons, the more congested the connection will be.

Finally, there are potential security gaps. Encryption and shared security within our semi-public network give good protection, but loopholes always exist.

The real question to ask here is can you live with these trade-offs? You must decide for yourself. If you have comments, the wireless task force welcomes your input. Write to timtsao@global.t-bird.edu.

Network with Alumni.

Jaxon Ravens, Thunderbird Alumni Fall '02, member of GWIB, recently attested that GWIB "is a model for other groups both in its ability to bring talented young women from around the world to campus and in its ability to organize interesting and dynamic events." Anil Rathi, Founder and former President, Thunderbird

Innovators Club (THINC) concurred when saying that GWIB "is very active and visible on campus. In partnering with GWIB on a corporate innovation panel we found GWIB members to be highly organized, energetic, motivated and extremely innovative. Furthermore, there is no doubt in my mind that GWIB has the ability to execute large events quickly and professionally."

Faculty Profile

Political and Cultural Aspects Brought to Finance by Visiting Professor

STAFF WRITER

Visiting Professor of International Economics Adrian Tschoegl arrived at Thunderbird this January to take on four sections of International Economics. He has enjoyed his time here, although it seems rather short.

Professor Tschoegl had previously taught at The Wharton School from 1993 through 2001 and then last fall. For dual career reasons, he is based out of Philadelphia, and for that reason he will probably look for an

adjunct teaching position at Wharton.

He prefers teaching to the corporate world, although he agrees that working in the industry gives academics substantial credibility. Professor Tschoegl says that he is research-oriented; he focuses more on understanding why things happen rather than how to do things.

From 1987 until 1993, he worked as Chief Economist for SBCI Securities (Asia) Ltd. out of Tokyo, and from this experience he decided that macroeco-

nomics does not offer nearly enough good theory. It is difficult really to understand what makes an economy function.

Professor Tschoegl completed his undergraduate studies in Political Science at UCLA, and then returned to UCLA to obtain his Masters in Public Administration (International Development). He earned his Ph.D. from the Sloan School of Management (Massachusetts Institute of

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In Search of the Mystique

Call It Thinking Outside the Box If You Must

While I'm sitting here listening to my favorite musician (Jimmy Buffett) sing the lyrics "Take another road to a hiding place, Disappear without a trace... Take another road to another time," I cannot help but smile and think that this is going to describe my summer.

You must think I'm crazy to wish to "disappear" but what I wish to disappear from are the countless team meetings, the finance problem sets, the late nights in front of a laptop, and the caffeine induced nights spent making the allowed one page (front and back) of notes for my accounting final.

What I cannot wait to do is to escape from the walls of school and go experience life for the summer - whether or not I obtain a coveted, yet all too elusive, internship.

What surprises me is that I have not heard of more T-Birds wishing to do the same. I have heard more comments along the lines of "I just want to finish by

August (or December)" or "If I don't have an internship, I'll just take classes."

I can sympathize with the loan and financial situation of not being employed and not in school for the summer; but, to me, that is an excuse unbecoming of a Thunderbird. To be a Thunderbird means taking whatever situation comes and making the best of it - meaning, not fitting into a predetermined stereotype that we must all rush through our education to start wearing suits the rest of our lives.

What happened to the idea of volunteering, taking an unpaid position, traveling to a country to practice your language, spending some of the summer visiting Thunderbird friends around the globe (with cheap airfare and free lodging and your own tour guide, what else do you need?).

Sure, I'd love to get an internship and have been sending my resume to the few companies that interest me (why send out 20 when you know you would only be happy at five?). However, I know that my "Plan B" (Thunderbird, thinking outside the Box, Buffett plan) involves so

much more.

While I will be in Boston, I can explore that city and New England. I can go to Montreal and Quebec City to see the vieille ville and practice my French. I will be four hours from NYC. there is volunteering to be done, books to be read (free education at the public library), movies to watch, museums to explore, friends and family to visit and countless other activities.

How can one forget the words of Robert Frost, who told us so eloquently that, "Two roads diverged in a wood, and I - I took the one less traveled by, And that has made all the difference."?

What is your rush? What is your Plan B for the summer?

So what is the Thunderbird Mystique I ask? I thought it was to travel the world and see new things; but, now I think that can happen only after one obtains the perfect summer plans. I hope your plans lead you to take another road.

Megan is at Thunderbird's European campus this trimester.



Megan A. Staley

Help Me Understand

Is Wireless Campus An Indicator of Slow Change to Come?

By JOHN CARLISLE
U.S.A., '03

Watching Bill O'Reilly's *Factor* on TV has done me a huge disfavor. Although it has given me a dose of the news on a daily basis, it has also rubbed off on me. Now I am an irritable, judgmental conservative like Bill. Also like Bill, I need to get it out of my system.

Wireless Task Force
How nice to see that Thunderbird is exploiting its Last Mover Advantage. Every decent school in the country is wireless, but we are just now doing wireless feasibility and use surveys. Hey, when I came here I knew that Thunderbird tried to differentiate itself from other American MBA programs. I just didn't realize that they do that by staying way behind them technologically (how authentically international of us!).

Even better now, who do you think is doing the feasibility and implementation study? Volunteering students! Nothing like free slave labor to pinch that wireless penny even tighter.

When I came to Thunderbird I was aghast at how much better I had it at my last university. When I asked various T-birds why that was the case, they replied that my last school was obviously better funded because it was a public school. SAY WHAT?

Apparently I missed the sign at

the entrance to campus indicating a No Logic Zone. Suddenly Harvard, Duke, Stanford and other private institutions like Thunderbird are disadvantaged. I wonder, then, if students at those schools also have trouble finding an electrical outlet for their laptops while in class. Granted, those schools have undergraduate programs to generate revenue, but Thunderbird has to overcome this disadvantage or risk falling further behind.

Doesn't Thunderbird generate more alumni than any other MBA program in the U.S.? But if you looked at the blue Thunderbird Report to Investors stuffed in your mailbox weeks ago, you

Phonathon putting enough emphasis on foreign alumni?

If you read the local news, you may have seen that in January, the nearby Arizona State College of Business received a \$50 million private donation. This is in addition to relationships it had already forged with Ford and other corporate sponsors. I'm afraid that Thunderbird will never see similar cash come its way unless it does a much better job of courting corporate benefactors.

Do you know another reason Thunderbird is short donations? Because working in international aid and development doesn't give alumni a whole lot of

flexibility on charitable contributions. Peace Corps = Social Responsibility = Pocket Lint. Maybe we should be offering a class in "Exploiting the Natural Resources of Third World Countries for Huge Economic Gain."

Finally, all that first-hand international experience of the student body would come in handy.

So...now getting back to my original gripe... while the local state-run college of business has now been wireless for three years, almighty Thunderbird is at last planning to join the wireless revolution. It was publicized in *Das Tor* that attending a lecture from the CEO of Intel was what finally convinced Dr. Herberger to act on going wireless.

I sure hope that he and the administration aren't waiting on the CEOs of other top companies to help them identify and act on shortcomings at Thunderbird.

When I came to Thunderbird I was aghast at how much better I had it at my last university. ... Apparently I missed the sign at the entrance to campus indicating a No Logic Zone.

would see that contributions and investments made up just 2% of the schools revenues in 2002. That probably doesn't even pay for the landscaping bill around here.

Another interesting figure found in the report is the Thunderbird Annual Fund's Total Cash from Individuals by Region: Thunderbird professes to be truly international, yet North America made up 86% of all donations, while Latin America, Europe, Africa, and Asia combined made up only 14% of donated cash. Are Thunderbird programs like

Corrections

In Volume 37, Issue 6 (the last issue) Quinton Singleton's name was spelled wrong in a photo caption.

Also, in the same edition, Sayuri (Seri) Yoshikawa's name was not fully identified in a photo caption.

Also, in the last edition, George Nemeth was incorrectly named as the President of the The Thunderbird Entrepreneurship Club. His position is Vice-President.

If you, the reader, find any other errors in the pages of Thunderbird's only free press, *Das Tor*, do not hesitate to contact the editorial staff.

Although errors are bound to occur, we insist on only the highest level of quality for the Thunderbird community.

In order to provide unbiased, clearly stated news and reporting in a manner worthy of being considered Thunderbird, we will not rest until all t's are crossed, i's are dotted, and stones are turned.

Thank you to our readers from the editorial staff of *Das Tor*.

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"Wherever we travel, whenever we pass from one country to another we must go through a gate. However, Das Tor means more than simply the traversing of borders: it stands as a symbol and artery of communication through the barriers of superstition, ignorance, dogma, racism and prejudice: traditional enemies which continue to be a detriment to progress and global peace. Idealistic though it may sound, it has now become the responsibility of our generation, the future leaders of the international community, to make every effort to widen these gates and succeed where previous generations have failed. Das Tor must therefore be an open forum for debate, a clearing house of ideas that may further prepare us for the international community and further augment the reputation of this youthful institution."

Bob Morabito, Founding Editor, 1969

All letters to the editor, opinion and commentary columns express the opinion of the writer and not necessarily those of Das Tor, the student body, the faculty or the administration. Das Tor will not publish unsigned letters or commentaries but may consider withholding a writer's name on request. Das Tor reserves the right to edit letters to the editor, opinions and commentaries for length and clarity.

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Measures Identified to Solidify International MBA Niche

By **JUAREZ LOWE**
Malaysia, '04

Thunderbird "...provides tomorrow's global business leaders with the ideal blend of management education, international studies, and language and cross-cultural instruction."

At a glance, I thought this referred to T-bird. As I continued to read, I realized that the excerpt from the Financial Times referred to the Wharton/Lauder MBA/MA program. It also mentioned INSEAD and Chicago. I was disappointed that the article on the global focus of top business schools did not even mention Thunderbird.

Any student (especially one who has attended Foundations) knows our core competency is in international management. The school was founded to train international managers with the ability to parachute into various countries. The business skills of T-birds have had strong demand not only from global businesses but also the state department, CIA, Secret Service, Foreign Service. My (limited) experiences meeting T-birds on the Washington DC Winterim reinforced the view that we enjoy a genuinely strong alumni network.

Wharton/Lauder's MBA/MA (International Studies), Chicago's International MBA and INSEAD's global focus are just some of the challenges faced by Thunderbird. We are no longer the sole player in the international business area. Schools with established core competencies in areas such as Finance and Marketing are now increasing their global focus, encroaching into our niche market. Some schools also have the advantage of a large undergraduate body to absorb marketing costs and/or a more established brand name.

In the next decade, there is a real danger that Thunderbird may no longer be the top international business school. If it does not develop other areas and keep up it may find itself left behind.

To avoid this, Thunderbird could take the following measures :-

ONE

Identify other areas where it could increase its core competencies - such as finance or marketing. While we are the top international business school, this should not prevent us from also aiming at becoming the top school for other areas such as strategy, finance and marketing. To help us reach this, our finance majors should be given the opportunity and instruction to take the CFA part I - the Finance course could be scheduled to reflect the CFA exam schedule. If a large percentage of our students have the CFA, this may offset our lower average GMAT score (compared to schools like Wharton (700), Stanford (730) the T-bird average GMAT is around 600).

TWO

The goals need to be formulated and communicated throughout the school - from administration, faculty, staff, students and alumni. The right hand has to know and coordinate its efforts with the left hand. In Malaysia, the government came up with Vision 2020 - for Malaysia

to become a developed nation by 2020. Perhaps Thunderbird could have a vision of its goals and a timeframe in which to achieve them. These must not only be communicated but people should also be made aware of their role in achieving this vision.

THREE

Coordinated effort targeting markets, countries and companies. Perhaps we could target different regions in time - e.g. Europe in 2003, South East Asia in 2004. The marketing effort could include conferences / seminars organized, a Winterim in that country together with a recruiting event for both exec and full time education.

FOUR

Continue to develop links with industry - perhaps using executive education to link with more large companies worldwide - and encouraging these companies to become recruiters. During foundations, we were told that 5000 executives pass through T-bird every year and if "hung out" by the pub we could meet them. While efforts have been made to ensure that we meet them through the executive education dinners, more sessions could be organized for integration between executive education participants and students - e.g. shared classes, coinciding case studies with visits from those companies. These networking opportunities could help increase employment of T-

birds - providing a needed boost to our rankings.

FIVE

In addition, Thunderbird could also encourage excellence in teaching and research through awards - developing innovative methods of teaching - also involving students in research papers and conferences. Wharton's Siegel has published stocks for the long run while Kellogg has a Kellogg on Marketing. We should have Thunderbird on Global Management/Business and aspire to have that text read by those from Wharton, Kellogg and Harvard.

SIX

As students, we can play our part as ambassadors for Thunderbird. During the DC Winterim, two students from Virginia Tech impressed us with their thorough preparation and intelligent questions. I now have a high regard for Virginia Tech. By aiming for high standards in everything that we do, we can project a positive image for T-bird. Let's use the time spent griping and complaining to make a positive contribution - e.g. enter a business school competition in writing or consulting.

We are a top international business school, teaching the world's future global managers and leaders. Thunderbird has potential to benefit from its own teaching by using its untapped wealth of knowledge. If we can focus and synergize our efforts we can not only become the best business school in the world but increase awareness of this worldwide. Maybe in 10 years time, people will say "Wharton - where's that - I heard of Thunderbird..." and "Harvard - because not everyone can go to Thunderbird..."

Will T-Bird's Become Tuned In or Tuned Out When Campus Goes Wi-Fi?

By **ALEX MAILMAN**
U.S.A., '03

As Glendale gears up for a wireless internet environment, the Archamps campus is in the midst of its second semester of the hi-speed, in-class internet experiment. With over half of the students taking advantage of the technology at any given moment, the result is both impressive and discouraging.

As my RBE professor discusses the redrawing of national borders in post-war Europe, an enthusiastic student announces that he is simultaneously posting a 1941 map of the continent on the class discussion page, which he just 10 seconds earlier downloaded from the CIA World Fact Book website. Within seconds, most of the class is analyzing the same map on their own laptops.

Another student is able to look up today's Dollar to Sterling forward rates in order to follow more closely an example being described by Dr. Heptonstall for International Economics.

A Finance student can download the professor's lecture slides and type in comment-notes for future studying.

Indeed, the benefits of being connected are immense.

I graduated college in 1993. At that time, e-mail was just emerging. Most schools did not have intranet sites. Homework assignments were handed out

in class, rather than being uploaded and downloaded. Evaluations of professors were done with a #2 pencil in silly little bubbles. So, when I came to Thunderbird, I was truly amazed.

The technology has revolutionized education, and it seems tailor-made for business schools. We are able to work in groups and communicate on discussion threads where we post revisions upon revisions of term-papers, passing edited versions along to other group members for comment. We can vote for our reps on-line, pay bills, register for class, do research and even apply for jobs.

Professor Pettit e-mailed me (and 200 others) in January to say that if I still wanted her Finance I Powerpoint slides, I had 3 weeks to download them before she took them down from last semester's course site. The implication to me was immediate. I could download the whole course, keep it in my laptop, and consult them in two years when my boss gives me two days to churn out a capital budgeting recommendation. Cool. MTB is a world unto itself, and we should all be thankful for its benefits.

Here in Archamps, my thoughts are truly mixed however. All classrooms are wired with high-speed Internet, a credit to the state-of-the-art campus. But the outcome is simply strange.

In addition to the positive uses involved, it brings a myriad of distractions, including job hunting, IM-ing, e-mailing, researching and plain-old web-surfing. With an hour left in my 3-hour lecture, my brain is fried and I can't

understand what he means by the swap rate of the Eurobond quoted by the SIBOR trader in Swiss Francs. So, I check my

email for the 4th time today. (Since I have 3 email accounts, this is actually the 12th time I've checked my email today, as if anyone back in the States even remembers I'm alive).

I sometimes feel like my classmates and I are in a dull, TV-induced trance, staring mindlessly at our screens, totally tuning out the \$300 a pop class before our eyes. This must be distracting for the professors. We all hate giving presentations to sleepy-looking classmates who'd rather be in bed or studying for a test, especially when we've gone through

the trouble of wearing matching blue shirts and grey slacks for the afternoon.

But my biggest concern is the lack of that collective, vibrant discussion for which fearless Thunderbirds have such a flair. Debate and inquisitiveness are conspicuously absent, and that in itself is worrisome.

There are many arguments for having Internet access in class:

- 1) Technology is an integral part of the business world and we must be competitive with other programs.
- 2) Many students enhance their education by using the web as a complement to the lectures.
- 3) It's our money and we should have the choice of how to spend our class time.
- 4) We don't have enough time as it is, so the occasional browse is simply imperative to time management.
- 5) Students need to be able to access course-pages to stay current with the professor's lecture.
- 6) Many students aren't surfing at all, but taking notes directly into their laptop.

My point is this: Providing in-class Internet access is a big step, and probably an irreversible one. We as students know better than anyone else what impact this technology is having, good and bad. And we should think carefully about how to manage it properly.

We are no longer the sole player in the international business area. Schools with established core competencies in areas such as Finance and Marketing are now increasing their global focus, encroaching into our niche market.

Columbian Bombings: A "New" Culture of Violence in Latin America

By ROBERTO SANCHEZ LYNCH

A few weeks ago I read in the New York Times about the bombing in Colombia that destroyed a private club, El Nogal, in Bogotá. The New York Times news item about the bombing summarized the incident as follows: "The country's largest rebel group, the Revolutionary Armed Forces of Colombia, detonated a 330-pound bomb in the parking garage of an elite social and sports club, El Nogal, killing 32 people, wounding at least 160 and sending shivers down the backs of the upper classes here."

After the first impact, the item could have been very quickly forgotten. I am not by any means unsympathetic to Colombia's woes, but I have become so injured to Latin American acts of violence and constant state of crisis, that one more bombing does not catch my attention for very long. But this time was different. The tragedy is important to us for two reasons: One of the victims was a Thunderbird graduate, Luisa Solarte, class of 1998. She was a marketing manager with Coca Cola in Colombia. And there was another Thunderbird casualty: an incoming student who happened to be at the squash court with Luisa when the bomb blast occurred. Luisa's husband, Julio Otalora '98, was on another floor and was not injured.

The tragedy is also significant for those of us who follow the sad drama of the Latin American experience because for the first time in Latin America a rebel group targeted a private club. Here in the United States we think that it is Wall

Street where the financial center is located, but in Latin America, we find that power centers can also be found in places where the elites gather, such as the exclusive private club. In another article in the New York Times the next day, a quote by a businessman summarizes the shift in target:

"This was directed at the business classes because that is where the businessmen were," said Mr. Céspedes, as his golf companions nodded in agreement. "It was a club of exclusivity and such a strike was sent to demonstrate that they are going to be military targets." Mr. Céspedes added,

"Now all of us who belong to clubs are worried because we could be in their sights."

The target in Bogotá was the "private club" El Nogal, not a shopping mall, not the Supreme Court or an embassy building, not a military target. To understand the meaning of this shift, you have to understand the institution of the private club in Latin America. It continues to exist as an almost invisible -- but very exclusive -- space of the power elite, protected by its own aura of invincibility. A permanent institution above all others, it has continued in existence, untouchable and isolated from the violence that has permeated all Latin American countries. These clubs are very similar in all Latin American countries. In Perú, you have El Club Villa, Club de Regatas Lima, Club Esmeraldas, Club

Ancón; the so-called "countries" in Argentina, and other clubs such as C.U.B.A., SIC, CASI, LAWN TENNIS CLUB, Yacht Club Olivos, YCSI (San Isidro), CSF, Buenos Aires Golf Club, Jockey Club; and in the old days in Cuba there were El Country Club de la Habana, el Havana Yacht Club, el Havana Biltmore Yacht and Country Club. Even small towns had their "Casino Español" and the "Country Club." These clubs, although somewhat analogous to their counterparts in the U.S., have a distinctive Latin American cultural character of their own. Money, power, and family

name, remain very important components of their existence. However, modernity has upset some of the rules that

excluded people of disfavored classes and races. In some of the clubs now, race and class are overlooked for membership as long as the candidates are wealthy and hold position of power in politics, the military or in the business world.

Violence in Latin America is nothing new. I grew up hearing about death squads in Central America, the "montoneros" of Uruguay, the "macheteros" in Puerto Rico, the "desaparecidos" in Argentina, Chile, and Brazil; pushing people off cliffs in the Dominican Republic, the Cuban "paredón" (the wall where the firing squad victims stood after the 'triumph' of Castro's Revolution), extortion, cruelty beyond belief, kidnappings everywhere, urban and rural crime, violence against

"street children" and women, and on and on ad infinitum goes the catalogue of violence that until now seemed to have exhausted its many versions.

Now, for the first time, the guerrilla movement in Colombia is targeting institutions that serve as the nexus of commercial and political power. Will the political left in Latin America, and its many other versions, copy what happened in Colombia? Is this what's coming next? I hope this will not be the case. Attacking those who control the business centers in Latin America will further undermine the countries' economies. Perhaps one of the consequences of the "new" violence will be a flight of capital, and of those who are responsible for the economic base of the countries, thereby precipitating more poverty and more crises.

Echoes of the 9/11 perpetrators and their agenda have not escaped my thoughts but I would rather leave these feelings undisturbed for the present time. It is too sinister to entertain that the Latin American rebel groups are mimicking what happened in the US.

The death of Luisa has touched many of us. When the students graduate and leave, they do so with the expectations of a good and meaningful life. Many Latin American students return to their countries with the best of intentions to make a contribution to the betterment of the life of others. We all wish them well and want them to succeed, enjoy family life, and be happy. We don't like them to die young. And I certainly don't like any of them to die in yet another act of senseless violence.

Attacking those who control the business centers in Latin America will further undermine the countries' economies.

When Qualifications, Experience, (and Manners) Don't Count

By NICOLE ANNARINO
U.S.A., '03

Ah...the final trimester...we are about to leave the nest. Although we may not have jobs, at least we have great memories. What better way to revisit them than at our post-graduation party, the infamous "Graduation Gala." This is a formal dinner/dance held on the evening after graduation. All aspects of this event, including the selection of hotel, food, beverages, DJ, decorations, ticket sales etc. are handled by two students, the Graduation Gala Co-Chairs, selected by TSG and each awarded a \$700 assistantship.

Although I have never had reason to question TSG's hiring practices before, in the recent selection process of the spring 2003 Graduation Gala Co-Chairs our Student Government failed to select the Chairs on the basis of objective criteria, but instead made its decision primarily on the basis of the applicant's national origin. (Note: This editorial is not intended to criticize the people that were selected but rather to question the fairness and objectivity of the selection process conducted by TSG.)

Traditionally the minimum requirements to be a Gala chair have been that the candidate is a member of the graduating class and that he/she has attended at least two Galas. In addition, I believe that it is reasonable to prefer candidates that have experience organizing events of the scale of the Gala (which costs tens of thousands of dollars.) I personally have enjoyed two of the prior Galas, even enough to volunteer for them. I thought that this initiative, combined with my

undergraduate degree in Hotel and Restaurant Management, ten years of work in the hospitality industry, and experience organizing a dozen or so similar parties would make me a very qualified Co-Chair for my class Gala. I was therefore a little surprised when I was not offered the position, so I turned to the person ultimately in charge of the Gala, the TSG Vice President, to determine what criteria she used to evaluate the candidates.

In the interest of fairness and transparency, I felt it was important to reproduce the actual correspondence:

Hi Celia,

I was surprised that I was not selected

based on my contribution to past Galas, hospitality education, status as a member of the gradu-

ating class, and past experience with parties. Could you please let me know what the review process i.e.

-What were the specific criteria that were considered?

-What other positions within TSG were involved in the selection process?

-As a member of the student body, I would like to review this process with you. After reviewing the other candidates profiles, I am honestly curious who is better qualified.

Thank you for your consideration.

Best Regards,

Nicole

it appears that our Student Government failed to select the Chairs on the basis of objective criteria, but instead made its decision primarily on the basis of the applicant's national origin.

have been a little bold, I was not prepared for this sort of response:

Dear Nicole,

If you can persuade every recruiter you have ever had interviews with to show all candidates profiles and let yourself choose whether you are more or less qualified, I will show you the process.

Celia

Wow! My response:

Dear Celia,

"You are not a recruiter. You are an "elected" (she was the only one who ran) official, paid for by the student body. TSG is a position for students by students, and thus is accountable to all students. TSG

has had issues with transparency in the past, and the past four TSG Presidents that I have known have made it their

personal missions to be open and honest about all of TSG's dealings. I do realize you are new to TSG, so you may not be fully aware of this need for accountability. All the same, I would still appreciate details about:

-What SPECIFIC criteria were evaluated?

-What positions within TSG (besides yours) were involved in the selection process?

-.as you did not address these issues in your reply.

-This is a position that is not only VERY important to the interests of the graduating class, but also carries a small assistantship. Therefore, 100% transparency is def-

initely REQUIRED. As a former member of TSG, I always support and defend this organization. Your response though I unfortunately find indefensible and frankly inappropriate. As you can see, I am copying Adrian on all emails pertaining to this matter in the interest of transparency."

Best Regards,

Nicole

Her response:

Dear Nicole,

I did not have a deal with you! Transparency doesn't mean you copy the email to others. I know who I am and what is my job. American government are for the commitments for every American, but you still cannot decide every single issue as an American resident. Your know four TSG presidents doesn't mean you know me. Although you are not new to TSG, but unfortunately, we still cannot give you the offer this time. We should be accountable instead of being biased on personal relationship. Our criteria were post on MTB. Celia

What does any of this have to do with the fact that I am American??? And incidentally, only the application process was posted on MTB, not any selection criteria. As the TSG Vice President did not care to share info regarding the decision-making process, I decided to take up the issue with the TSG President. I was not surprised to learn that the Vice President's decision was made on the following basis:

I talked to Celia. She explained to me that because there are two American students and one from Latin-American in the TSG, with a very strong background in organiz-

Op-Ed

March 10, 2003

Counter -Point:**Do You Want War Today or War Tomorrow?**By BRAD HEATON
U.S.A., '03*Interesting conversations:*

"We have this modified vehicle. What do we say if one of them sees it?"

"We evacuated everything. We don't have anything left."

"We must resume the old game of cat and mouse"

"Nerve agents. Stop talking about it. They are listening to us. Don't give any evidence that we have these horrible agents."

These are all intercepted conversations between Iraqi military leaders. Notice they say they have evacuated everything, not destroyed it or better yet, showed it to inspectors. What else do we know about Iraq?

Colin Powell, in his February 5th remarks to the U.N. Security Council outlined the following facts:

"Iraq has established a 'higher committee for monitoring the inspections teams' which has conducted mandatory counterintelligence training for Iraqi scientists on how to evade inspectors questions, issued statements that scientist who cooperate with inspectors will be killed along with their families, has issued a false death certificate for one scientist while he went into hiding, and helped Iraqi intelligence personnel pose as scientists."

"Third county intelligence organizations intercepted communications in which Iraq's vice president explains that the Iraq declaration to the U.N. was meant to overwhelm the inspectors with useless information about Iraq's permitted weapons so that we would not have time to pursue Iraq's prohibited weapons."

"Key files from military and scientific establishments have been placed in cars that are being driven around the countryside by Iraqi intelligence agents to avoid detection."

"A search of an Iraqi scientist's home uncovered more than 2,000 pages of documents related to Iraq's nuclear program, documents Iraq had claimed do not exist."

"Iraq has mobile laboratories in busses and rail cars capable of producing agents for chemical weapons in a short amount of time."

"Hard drives have been replaced at Iraq weapons facilities."

"Satellite photos show that banned materials have recently been moved from a number of Iraqi weapons of mass destruction facilities."

"Saddam Hussein has said that scientist should be told not to agree to leave Iraq; anyone who agreed to be interviewed outside Iraq would be treated as a spy. This violates UN resolution 1441."

"The Iraqis have never accounted for all the biological weapons they admitted they had and we know they had."

Tony Blair has made the point in several interviews that it is preposterous to argue that we do not know what Iraq has in terms of prohibited weapons. It is for Iraq to show what happened to them, not for the UN inspectors to run around looking for them.

I liken this to a man who buys a

shot gun and we have the receipt of the sale. We know he bought the gun; he even admits it. The world community now says, prove he has a gun, go find it in his house. Because we cannot find the gun does not mean that he doesn't have it.

On Iraqi ties to terrorists:

Since the war in Afghanistan began, Al Qaida has established its base of operations in Baghdad. From this base the organization is directed all over the world. This is confirmed by intercepted communications, satellite imagery as well as multiple human sources. However, because Al Qaida is running its terrorist network from Baghdad, we cannot necessarily say that Iraq sponsors Al Qaida or even terrorists in general. We should look within Iraq for such evidence. Iraq has:

"Just before the Persian Gulf War Saddam Hussein used chemical weapons on the Kurds, in Northern Iraq, which killed and maimed hundreds."

"After the Persian Gulf War Saddam Hussein tried to assassinate the emir of Kuwait and former President Bush."

"In October 2000 Saddam Hussein dispatched five divisions to western Iraq intending to move them through Syria and into the Golan Heights."

"Saddam Hussein has tried to send terrorist teams to America"

"Saddam Hussein ordered the destruction and explosion of Kuwaiti oil fields."

"Communications have been intercepted in which top military leaders explain that Saddam believes that once he has acquired nuclear weapons it is the United States that will be deterred. He believes that America will be so terrified of getting into a nuclear confrontation that it would not dare to stop him should he decide to invade, threaten or blackmail his neighbors."

If these are not terrorist acts, then what are? Regardless of what the press prints and what the lay people assume, I believe it is evident that Iraq has produced weapons of mass destruction and that Saddam Hussein is a sponsor of terrorists. One question remains: Is the US or the world in general in danger?

Some suggest, so what, so he has weapons he is not supposed to have, he is involved in terrorist acts in the Middle East region, but we are not at risk. Some claim that a war is too great a cost to enforce the restrictions formed in the UN.

Most people do not like war, I certainly don't but it seems to me that the risk of the unknown is too great to avoid it. Should we wait for an act of aggression to wage war on Saddam Hussein?

Colin Powell remarks, "The United States will not and cannot run that risk to the American people. Leaving Saddam Hussein in possession of weapons of mass destruction for a few more months or years is not an option, not in a post-September 11th world."

Kenneth Pollack of the Brookings Institute says, "Yes, we must weigh the costs of war with Iraq today, but on the other side of the balance we must place the cost of a war with a nuclear-armed Iraq tomorrow."

Point:**Is There a Case for Peace and Diplomacy?**By FELIPE MARTINEZ
Mexico, '03

We all have learned to appreciate that Saddam is a tyrant and the world would be better off without him.

However, the method by which this is done is of supreme importance for all of us and this is where I am in complete disagreement with President Bush.

He has chosen to argue that the only method that should be considered is war. A war which would cost millions of Iraqi lives, and thousands of American lives for the whole purpose of deposing the man.

However, the contradictions here are that Iraq has not made any trouble for the world in 10 years. The links with terrorism have been denied by the CIA, and in effect, Saddam is not even in control of the majority of his own country.

So the questions is how about biological weapons? This is certainly a headline grabber; however, according to the recently fired Spanish ambassador to Iraq, Iraq has no means of creating biological weapons. In his words "A biological weapon is a living weapon that cannot be made and put in a canister for it to remain active for years... these weapons, unless they are maintained and actively harvested, will die as any other organism in nature." In order for these arms to be active they have to be maintained in complex laboratories and at great expense. Furthermore, according to experts, the machinery in these laboratories is not portable or easy to hide

The current argument is that there is such a buildup of military resources in the Gulf that if the US backs down and allows diplomacy to work that would signal the world that the US is

weak and can be played. This argument is like saying "Well, we have a military base in Germany, we don't agree with their socialistic government, the Euro does not work, they harbor anti-immigrant terrorism so let's just invade and fix the issue." Obviously this is crazy.

And my favorite of all is the argument about the Democratization of Iraq; we will take out a tyrant and bring democracy to this section of the world.

What makes this laughable is the idea that the Bush government has not invested any effort into fixing the Florida debacle and bringing a true sense of Democracy to his own country, but will bring the might of the US War machine to have free elections in Iraq.

Diplomacy is working, not as fast and speedy as President Bush would like, but it is disarming Iraq one bullet at a time. Regardless of the speed, this is much more cost efficient than full blown war. However, the most important issue here is that the International organizations are gaining power and working to do their job, and a war with Iraq will set the world back to pre 'League of Nations' status where the superpowers decide at their whim who and what the rest of the world can do and say, and when they have the right to forcibly interfere with the liberties and sovereignty of other countries.

So, do we support the Bush doctrine, which will set back a century of diplomacy by making the UN and international organizations useless and powerless? Or, do we argue for international cooperation and diplomacy? The result of the former on international organizations is to relegate them to 19th century importance, and this cannot be justified.

Lack of Transparency Affects Gala, Says Student*Continued from Page 4*

ing these events, that will be involved in the Gala, it was a good idea to bring people from different cultures to join that group. The idea is to encourage international students to come to the Gala. That was the reason that she selected a student with some background in event organization from Asia and the other from Brazil. These students are in touch with fellows from their cultures so people will be more involved and willing to go to the gala. We have five students in the organization. One from Mexico, two from here, and one from Asia and one from Brazil. She also explained to me that the reason that she interviewed other students was that she was approached by the members of the TSG in the process of the interviews. I recognized that the criteria wasn't published correctly and I am working on some ideas to improve that.

These replies beg the following questions:

- Why didn't these people with "very strong backgrounds" apply for the position in the first place and go through the cover letter/interview process with everyone else?

- Can the Gala Chairs not be trusted to select their own committee comprised of students from all cultures?

- Was ANY objective criteria used in selecting the Chairs themselves? And if

so, what?

- Why is it so difficult to get answers to simple questions from TSG?

I have since come to find out that one of the Chairs hasn't even BEEN to a Gala at Thunderbird. In fact, the Vice President, who is the sole selector of the co-Chairs, has never attended a Gala either!

If TSG cannot be objective in its decisions, I suggest that it take a transparent and fair approach and let the graduating class decide who they want to lead their party through open elections. The decision would then be in the hands of the students who have a vested interest in the party, not under the control of one person who has no idea what is involved in the Gala party. Also, this process should take place at the end of the prior trimester, not two months before the event, in order for the Chairs to have ample time to plan.

I am graduating (obviously) so it is too late for me to try to re-enter the walls of the Tower Building and effect change. But, to you newbies out there, let this article serve as an eye-opener, and hopefully spur you to get involved in TSG and make positive changes for the good of your fellow T-birds. Remember, they are spending YOUR money.

P.S. I have since learned how to spell "transparency."

Letter from the President

As TSG prepares for our second module, we are excited to announce recent developments within our organization.



Adrian Marinaro

Newly elected Vice President, Celia Qian, and First Trimester Representative,

Alexis Edelstein, Jennifer Hubbard, Jessica McCoy, Tony Pimanada, and Jim Small are

already hard at work. Congratulations and welcome aboard!

We, at TSG, are aware of the need for more study rooms on campus, so some of the former Student Government representative offices in the Tower Building will be turned into group study rooms. We hope that this action will help to alleviate the need for ample group study space, especially during high traffic periods.

We are also working

with Faculty members and Administration to improve the offerings and quality of the Winterim programs (Overseas and Glendale-based), and we are getting a good response from Aramark.

The work that TSG accomplishes is only as good as the feedback that we receive. Therefore we'd like to encourage as many people to continue to contribute to the improvement of our student government.

Just like in marketing, we are trying to emphasize our four (4) "P's": positive energy, patience (because change is gradual), partic-

Just like in marketing, we are trying to emphasize our 4 P's: positive energy, patience (because change is gradual), participation and a passion for our school.

ipation and a passion for our school. TSG continues to strive to reach out to students, balancing

our own respective schedules given that most chairs are also full time students.

Lastly, I would like to thank out-going Board Members Sandy Habib and Svetla Novoselska for their cumulative work and contributions to TSG. Wishing you all best wishes with mid-terms, finals, projects and presentations and a successful second part of the Term.

Adrian Marinaro
TSG President

... Announcement ... Graduation Gala Committee

Graduating in May '03? So will nearly 350 other T-Birds.

This year's committee is multi-cultural and diverse (Thailand, Brazil, USA, Mexico, China) with over 15 years of combined special event experience.

The committee is currently scouting venues (locations) and tasting menus all in preparation for the festivities in May.

The Graduation Gala Co-Chairs are:

Fabiana Cid Andrade, a native of Brazil, and Yo Sathitsemakul, a native of Thailand and also the TSG Asia/Pacific Representative.

Fabiana and Yo will be supported by Joy Burch, TSG Special Projects Chair, Collin Childress, TSG Advisor, and Sergio Mankita, TSG Communications Chair, and overseen by recently elected TSG Vice President Celia J. Qian.

Stay tuned for more details and announcements.

Did You Know...? New CMC Study Room Makes Its Debut

The CMC is pleased to announce that it has heard the requests of the students needing more space group study. A room with a large conference table and several individual cubicles is now available.

The room will be open from 9 am to 4:30pm, Monday thru Friday. The room is set up on a first-come first-served basis. It is located on the second floor of the CMC building. Turn right at the top of the stairs and enter Suite 270. The study room is number 275. Good luck on Exams and final projects.

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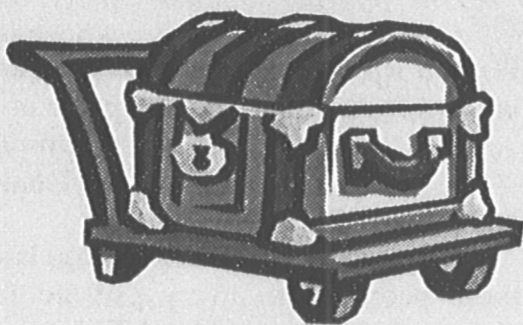
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Meet Your First Trimester TSG Representatives

Submitted by TSG

Alexis Edelstein

Born in Buenos Aires Argentina, Alexis has lived in Miami, Zurich, and San Francisco. In 1994, Alexis started school at Arizona State University where he began his career in rugby, and was in the Phi Delta Theta fraternity. Not being qualified for much else with his degree from ASU, he took a job with a beer company.

This eligible bachelor speaks English, Spanish, German, and a little Italian. He enjoys playing chess and rugby. Upon graduating, he plans on pursuing a prosperous career in marketing in Latin America.

Jenny Hubbard

Jenny spent her warm, typical childhood in San Diego with her brother and parents, Peebs and Zaius. She "focused"

early in life on soccer, art, piano, dance, gymnastics, ice dancing performances in the kitchen, full scale musical performances over dinner...the usual.



Jenny Hubbard

After time in Argentina and Italy, Jenny went to Washington University where she "focused" on soccer, student government, drama, radio DJing, advising, art...oh, and a degree in Art History/Spanish/Business.

Jenny took her energy and "focus" back to San Diego and a place where she would truly fit in, Middle School. During her career at WWS, she taught Spanish, Drama, Health, P.E., Band, Student Government...

After some time living in New Zealand, she sold her van/home and moved to T-Bird where she is enjoying "focusing" on academics, TSG, Rugby, Soccer, GWIB...

Jessica McCoy

Born and raised in the heart of the deep south, Jessica completed her undergraduate degree in computer science at the University of Southern Mississippi in Hattiesburg, MS, with some study abroad in France.



Jessica McCoy

Following graduation, Jessica remained in Mississippi and worked for a small telecom firm until coming to Thunderbird in December. She enjoys water sports, snowboarding and her new abuse: rugby.

After Thunderbird, Jessica is looking forward to paying back student loans until the end of time via an exciting career in software consulting.

Tony Pimanda

Antoine-(Known 'alias Shamindra, Tony, Tone, and Tiger)...was born in Colombo, Sri-Lanka.

This young eligible bi-hemispherical bachelor enjoys sharing the finer things that life has to offer - especially friendship. He is a thrill-seeking adventurer and loves to do the unexpected. He has lived in Europe, S.E. Asia, and Australia in his younger years.



Tony Pimanda (no picture on MTB)

Aspires to someday be able to open an orphanage to educate and train dislocated children.

His past professional experience comprised of working in the Investment management industry and hopes his education at Thunderbird will enable him to someday break into the lottery system to gain seed capital for the orphanage.

Tony holds office hours Monday to Saturday from 7 to 11 pm at the IBIC and from 11 pm to 2 am at the pub. Please stop by so that Tony could thank each and

every one of you for electing him to represent you at Thunderbird!

Jim Small

Born and raised in Arizona (hey, somebody's got to be from here!). Lived in France twice - once in the north, once on the French Riviera - I'm sure you can guess which one I preferred. I also spent significant time living and working in the UK.



Jim Small

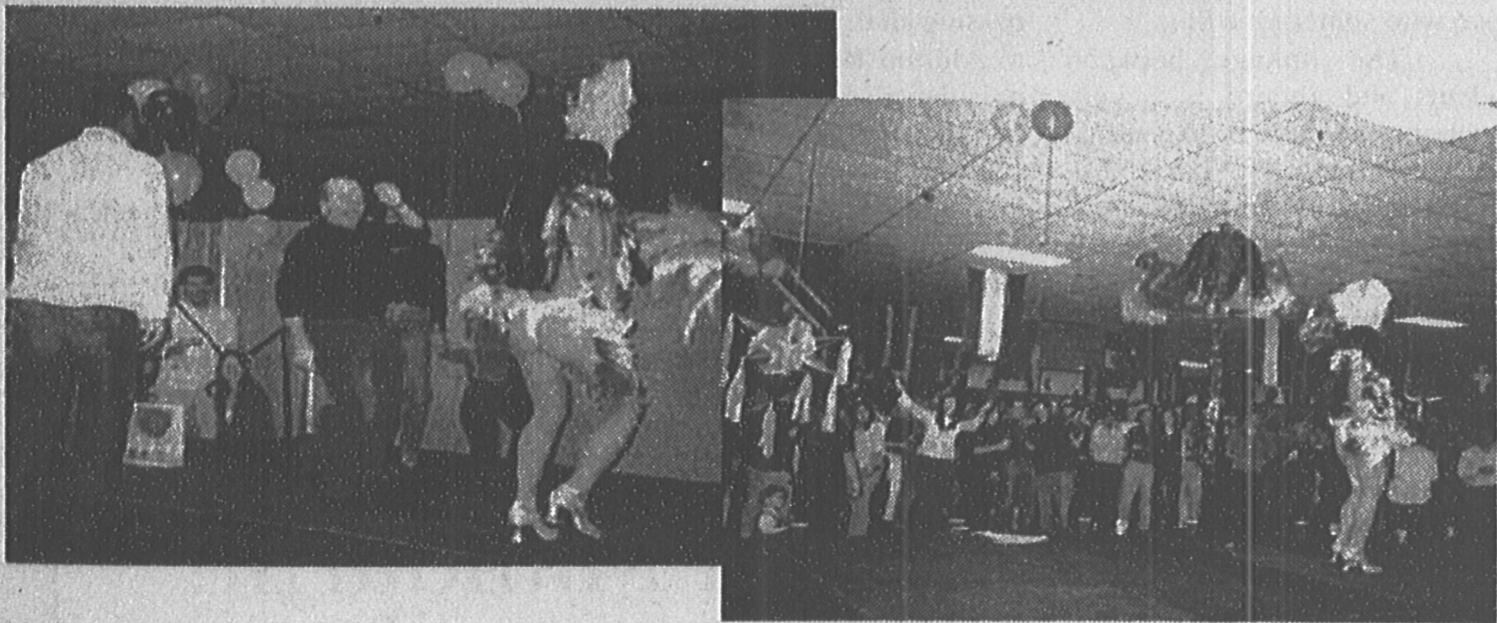
I've spent nearly 6 years consulting for Accenture in the US and Europe. I worked as a project manager in many industries, including financial services, advertising, manufacturing, automotive, and consumer products.

My post Thunderbird plans include: If necessary, get a job. If possible, start my own venture. Best case: retire directly after hitting this month's PowerBall!!

Taste From Culture Nights! More To Come!



Middle Eastern/African Night

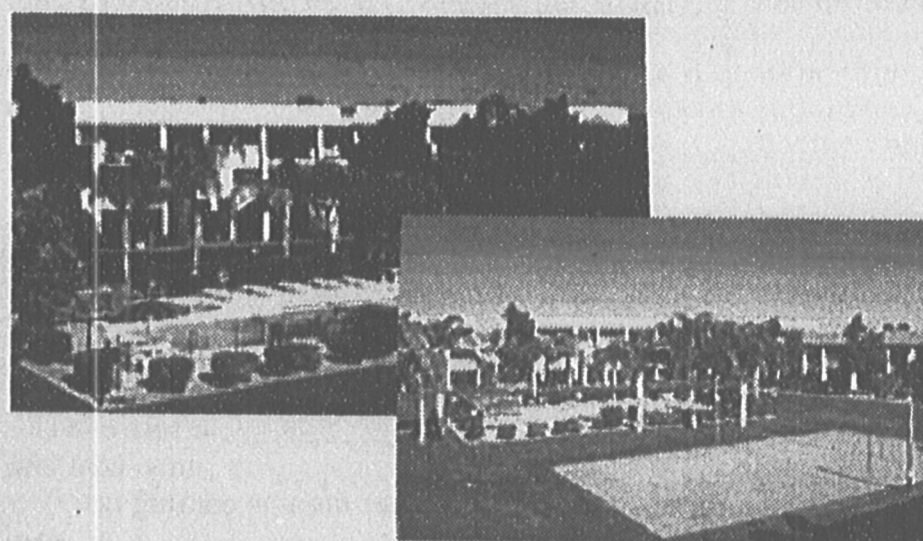


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Aramark and TSG conclude talks with beer coupons and free lunches

Submitted by
TSG Communications

TSG, in response to student concerns with the Aramark experience, has begun talks to identify and improve problems. Most of the students issues deal with the lack of responsiveness of Aramark to student's needs and demands. To address these problems TSG has assigned First Trimester Representative Alexis Edelstein to manage the relationship with both Aramark and the school. Edelstein has opened up the channels of communication by conducting several meetings with Aramark and the Thunderbird Administration. In a short time big steps have been achieved through TSG's persistence and Aramark's willingness to listen to students needs.

List of Improvement for Students:

Aramark is launching a new website www.tbird dining.com where it will be awarding two free lunches at random on a weekly basis. Students will also be able to print coupons for discounts on beer at the Pub. Aramark has volunteered to provide a much needed display board to be located at the Commons. Students and clubs will have access to place postings on the board by submitting information to TSG.

Draft Beer Special at THE PUB
Stop by THE PUB on Monday, March 3rd; Tuesday, March 4th; and Wednesday, March 5th AND/OR Monday, March 10th; Tuesday, March 11th; or Wednesday, March 12th and take advantage of the following Draft Beer Specials:

\$.50 off your choice of 16 oz Draft Beer
\$1.00 off your choice of Pitcher Draft Beer

Print off several copies of this coupon and head to THE PUB!!

** Must have coupon in order to receive the discount*
** One coupon per purchase*
** You may use multiple coupons for multiple purchases*
** Coupon has no cash value*
** Special ends at the close of business on March 12, 2003.*

You can find copies of the coupons on thirdtrimester.tbirding.com under the Special Offers Section

The price of bottled water has been dropped by 21 cents to \$0.99 making it more affordable especially now with the

summer months coming up.

Improvements for Clubs

New clearer guidelines have been developed for clubs and organizations wishing to cook their own food for events; these guidelines will be available through the TSG office. Aramark will also work with the clubs and organizations to offer special discounts on liquor for events on the condition that advance notice is provided to Aramark.

Students and clubs also have the opportunity to use their meal plan cards to pay for any catering services provided by Aramark. This will allow students and clubs additional flexibility with their budgets.

Moving forward, TSG will be working with Aramark to continue and expand communications between both parties. Students are encouraged to visit the Aramark's new Thunderbird website at www.tbird dining.com.

Work In Progress:

TSG Committee Initiates Winterim Assessment

A group of 2nd Trimester students have begun dialogue with Administration and Academic representatives to constructively mend and improve on some of the concerns voiced by students with regard to the objectives of the Winterim and what the successful outcomes of a Winterim should be (Overseas as well as Glendale-based).

A checklist of activities that needs to be completed prior to embarking on the trip to ensure a smooth facilitation of the learning process and logistical activity is currently being drafted.

This committee, chaired by Representative at Large Rachel Clapp, is in the process of translating their findings into a formal written proposal, which will then be reviewed by faculty before being submitted to administration. The committee expects to submit the proposal during the first week of the upcoming module.

Update From TSG Alumni Relations Chair

By EDGAR SANCHEZ
Costa Rica, '03

Once you cross that stage and are handed a diploma recognizing you as a Thunderbird to the world, that's when the second part of your lifelong adventure begins: putting all you learned in class into practice.

But with it comes a not so pretty part, that of being "disconnected" from all that you came to cherish about campus life because you go off on a challenging overseas job assignment.

Here is where the TSG Student Alumni Chair comes to provide a service for those who have crossed the stage, and to those who someday will.

The linkage between students and alumni is a very important one that not only helps enrich our network, but maintains a connection and the memories alive for those out there in the real world. As part of the ongoing activities that the TSG Student Alumni Chair develops

Committees Launched to Address Student Priorities

Submitted by
SERGIO MANKITA
TSG Communications Chair

Tony Pimanda
(2) Lectures (quality): Jarv Campbell and Sandy Habib

During the February 25, 2003 meeting, the TSG Board decided to formally launch committees to address pertinent issues that have been brought forward by students. Each of these committees will research solutions and make formal recommendations to the Board (respective Departments) for future implementation. The committees and committee members are listed below.

(3)Overseas Office (Content/Winterim for Track II): Frank Kardonski, Rachel Clapp, Eric McEachen and Yo Sathitsemakul

(4) Marketing (Ranking of Thunderbird): Daniel Pena, Kelly Eiamsittiphan, Jennifer Hubbard, Jessica McCoy and Jim Small

(5)Constitution (Election Codes/Constitution/Leadership/Roles & Responsibilities): Sergio Mankita, Collin Childress, Abe Jacob, Christian Kasparian

(1) Job Recruiting (quality of recruiters): Adrian Marinaro, Edgar Sanchez, Eric Grimmer, Christian Kasparian, Abe Jacob,

Mandatory Health Insurance Inquiries

Latin America Representative, Daniel Pena, is spearheading TSG efforts to clarify what services are and are not included with the current student health insurance plans.

This stemmed from a recent student complaint about what type of dental coverage is / is not covered.

It appears that there is a gap in information dissemination and that students are now totally clear on what the current insurance policy does / or does not cover.

Stay tuned for developments.

is keeping the alumni community informed of the many cultural and business activities that keeps us students on our toes year-round. This task is only complementary to the great role that the Alumni Relations Office maintains in keeping the T-Bird network informed.

Another big project in the works is the bringing back to life of the "T-Bird Mentor Program"

Recently we have been developing a master calendar of events to keep track of speakers, movies, cultural nights et al and passing that information forward to Alumni Relations and chapter presidents so any T-bird in town for the week or weekend can combine his/her business meeting with say, Middle Eastern Night, or sitting in to hear a distinguished speaker on campus.

Another big project in the works is the bringing back to

life of the "T-Bird Mentor Program" whereas current students get matched up with "Alumni Mentors" who would help in developing the student's goals. This project has presented many challenges, the most important being continuity and the benefiting of students for a long time into the future. Working in close support of the Alumni Relations Office, the main sponsor and operations center, it is the hope that said program can be launched before the year is out.

Some of these programs will reap benefits in the short run, while others will be for those that are starting or yet to come. Our effort lies mostly outside of school but with the hopes to integrate both worlds more. We may not be the most visible and outspoken team at the TSG but as one of the cogs in the wheel, we rely on many, as others do on us, to make this Thunderbird experience a long lasting one.

TSG Vice President, Celia Qian

Submitted by
SERGIO MANKITA
TSG Communications Chair

Born and raised in China, fourth trimester student, Celia Qian is looking forward to a productive 6-month term.



Celia Qian

"As a foreign student, I understand that we all come a long way to realize our dreams," commented Qian.

"I look forward to working with the various and diverse communities on our campus to help make a difference."

You may contact Celia at CeliaQian@global.t-bird.edu with questions, comments, and concerns.

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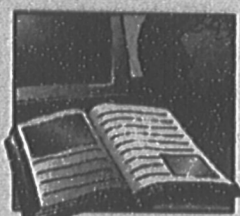
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Sharon Chou

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Women Executives, Entrepreneurs, and Investors: Books on Women, Business, and Strategies for Success

Books & Bytes News from the IBIC



By MYLA GOLDMAN

Women have always played a large role in the economy, and despite the glass ceiling, some now make it to those big pay-big responsibility executive positions. Others make their mark as investors, business owners, and entrepreneurs not just in the US but around the world.

According to Merrill Lynch, the number of female investors in the US rose by 85 per cent in the 15 years to 2000. Women investors also outperform their male counterparts, according to the bank, as they trade less often and so pay lower fees. Women earn average net annual returns 1.4 per cent greater than men, according to a study from the University of California, cited by the bank. (*Financial Times London Edition*: 06, August 11, 2001)

Other industry sources say about 225,000 women head households with incomes of more than \$100,000, and that the figure will triple in 10 years. (*Financial Service Marketing*, 3 (1): 1, January 2001)

Women own nearly 40% of all U.S. businesses, and the Census Bureau projects a rise to 55% by 2025. Over the last five years, the number of women-owned businesses has grown at twice the rate of all U.S. firms; in 2002, the number is expected to surpass the six-million mark.

BUT, only one woman was Chief Executive of a FTSE 100 company in 2001.

Internet Sites of Note:

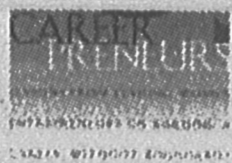
Two good web sites for information on women and business are:
<http://www.womensbusinessresearch.org>
and <http://www.nawbo.org>

The following books, all of which are 2000 or newer, are available now in the IBIC:

Bold Women, Big Ideas: Learning to Play the High-Risk Entrepreneurial Game by Kay Koplovitz with Peter Israel

Over 95% of American venture capitalists are men and 95% of the money they invest goes to male-owned businesses. This realization spurred Kay Koplovitz to start a venture capital forum called Springboard, designed to help women develop the networks and presentational skills to obtain the money they

needed. This book contains personal stories of courage, failure, and ultimately success. It shows how to craft a bulletproof business plan, create a winning pitch, meet the right investors, and receive the money needed.



Careerpreneurs: Lessons from Leading Women Entrepreneurs on Building a Career Without Boundaries by Dorothy Perrin Moore

Whether business ownership is a lifetime career or just one of the many options you pursue, this book provides both the encouragement and the practical help needed. It is an intimate, behind-the-scenes look at the challenges, triumphs, and rewards of life as an entrepreneurial woman.

Going to the Top: A Road Map for Success from America's Leading Women Executives by Carol Gallagher with Susan K. Golant

Leadership development expert Carol Gallagher reveals the lessons learned from her groundbreaking research with more than 200 women who have made it within two steps of CEO at America's Fortune 1000 companies. These women know what works—and what doesn't. Dr. Gallagher includes her six-step model for staying on the success track.



International Business: A Basic Guide for Women by Tracey Wilen

This book takes the mystery out of doing business internationally, including helpful tips that aid the business traveler avoid embarrassing faux-pas. Practical discussions of preparation, meeting protocol, socializing and negotiating, as well as information on wardrobe, health and safety concerns, and traveling alone.

Kimono in the Boardroom: The Invisible Evolution of Japanese Women Managers by Jean R. Renshaw

This book shows where and how an "invisible revolution" is occurring in Japanese business. The number of Japanese women managers has almost doubled in the last ten

years. The author interviewed over 150 successful Japanese women managers, and includes the history of Japanese women in management and a discussion of the newer phenomenon of Japanese women who own their own businesses.



Kitchen Table Entrepreneurs: How Eleven Women Escaped Poverty and Became Their Own Bosses by Martha Shirk and Anna S. Wadia

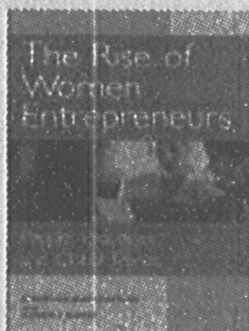
This tells the inspirational stories of eleven low-income women who have marshaled the creative energy, confidence, and capital necessary to start their own small businesses. All have discovered unknown strengths and received important assistance from nonprofit organizations.

On Course for Business: Women and Golf by Suzanne Woo

Woo offers solid, accessible information not only for women executives who want to use golf as a tool to grow their businesses, but also for new golfers looking for a trustworthy primer. This book offers the many ways golf can enhance one's life and career.

Powerful Women: Dancing on the Glass Ceiling by Sam Parkhouse

There is a wealth of talented women battering down the doors of the UK's boardrooms. This book points out some of the common threads that bind together this elite group of women. Many of the qualities traditionally associated with women—multitasking, creativity, networking, and the rejection of corporate life—hold true across the board. Certain industries have glass ceilings that are tougher to break through than others. The women featured are shaping the business landscape of today and tomorrow.



The Rise of Women Entrepreneurs: People, Processes, and Global Trends by Jeanne Halladay Coughlin with Andrew R. Thomas

This book documents the phenomenal growth of women-owned businesses in terms of the effects of globalization, the issue of female equality,

and the context of women's empowerment. It includes a useful list of organizations offering help to owners and prospective owners of new businesses. A comprehensive resource guide and a sample business plan, as well as a bibliography, are in the appendices.

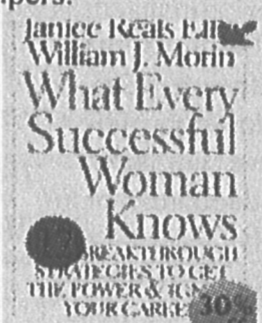
Same Game, Different Rules: How to Get Ahead without Being a Bully Broad, Ice Queen, or "Ms. Understood" by Jean Hollands

This book offers a prescription for getting ahead without becoming a Bully Broad or one of her closely-related sisters, the Ice Queen or Ms. Understood. There is a set of indispensable rules, proven strategies, and powerful tools to become more successful.



Secrets of Six-Figure Women: Surprising Strategies to Up Your Earnings and Change Your Life by Barbara Stanny

Stanny identifies the seven key strategies of successful female high earners, and also addresses the phenomenon of female under earners. She interviewed more than 150 high earners and determined they all had certain traits in common, including four Must Haves and three Big Helpers.



What Every Successful Woman Knows: 12 Breakthrough Strategies to Get the Power & Ignite Your Career by Janice Reals Ellig and William J. Morin

Based on interviews with more than 200 corporate women who candidly reveal both their successes and what they might have done differently, this book establishes a comprehensive women's power agenda, a roadmap for breaking out land going after real corporate power. Its 12 success strategies constitute an action plan for gaining recognition and equality in executive offices and corporate boardrooms.

A Woman's Way to Incredible Success in Business: Inspirational Advice and Real-Life Lessons from 20 Prominent Businesswomen by Mary-Ellen

New DVDs at the IBIC



Innocence.

An Australian film by Paul Cox and the winner of numerous awards from various international film festivals, including Cannes, Montreal, St. Topez and Toronto. A love story with audio in English or French, and subtitles in English, French, or Spanish.



Lumumba.

This is a true-life political thriller about Patrice Lumumba, who became the Prime Minister of the Congo (now Zaire) at age 36 when the nation declared its independence from Belgium. He had a vision of a united Africa but lasted just months in office before being assassinated. Filmed in Belgium, Zimbabwe and Mozambique. A film by Raoul Peck, in French with English subtitles.

Not of This World.

Italian film about a beautiful young nun who finds an abandoned baby and her search for the child's family. Described as a "magical film about love, truth, religion, and family ties" this film has won awards from the Italian Academy and the Chicago, Montreal and AFI Film Festivals. In Italian with English subtitles.

Balahibong Pusa.

Filipino with subtitles in English, traditional and simplified Chinese, or Bahasa Indonesia. Drama about a single mother and her teenage daughter and their romantic relationships with men.



My Big Fat Greek Wedding

Toula is a 30 year old unmarried Greek-American woman whose family wants her to work in their restaurant, find a nice Greek boy and get married. Instead she wants to escape from them, so she goes to college and

Enriched T-Bird Experience Corporate Culture: Not Just a Fad

By JEFF CONOVER
U.S.A., '04

A major reason that I came to Thunderbird was to take advantage of the international experience offered here. True, being part of an international student body is an element of the experience that I had anticipated. However that aspect alone is not entirely worth my investment in this program. A truly enriching portion of my studies at Thunderbird has been the winter-imp that I recently attended in Brussels and Prague. It has added a whole new dimension to my T-bird experience.

In sixteen days we visited nearly two dozen companies and governmental organizations. Our company visits included Boeing, Sun Microsystems, Pfizer, Ceska Sporitel (the largest Bank in the Czech Republic) and Tona (a major supplier of Stanley Tools) to highlight a few. Among the governmental visits were both the US and Czech Missions to the EU, the European Parliament, and a panel of three Czech political parties representatives (with con-

flicting views on accession into the EU).

Although I cannot say with determination which visit left the greatest impression on me, there were several that stand out from the rest. We were able to steal about 45 minutes of valuable time from Patrick Cox, the current President of the European Parliament. Though he was obviously tired after a long day, he was extremely amiable and in a few minutes gave us a wealth of insight about the issues at hand. Another highlight among our speakers was Jaroslav Blesl, the impressively young business editor of the leading newspaper in the Czech Republic. Mr. Blesl gave us a clear and unbiased view into the economic and political environment in his country. These are only two examples of the many politicians and executives that gave us their time and offered us their experience.

The Czech Republic, which boasts of its past industrial strength, is attempting to return to their productive heritage. With recent investments from power-

Continued on Page 13

By AARON WELLING
U.S.A., '03

Thunderbird was honored to have Gil Morris, President and CEO of Hilti North America on campus February 25th to address the student body on "Practical Insights to Hilti's Success in a Global Environment." It was his first visit to the Thunderbird campus.

Morris talked about Hilti, a world leader in developing, manufacturing and marketing added value, top-quality products for professional consumers in the construction industry and building maintenance. Hilti's North America headquarters is in Tulsa, Oklahoma, and the International Hilti Group is headquartered in Schaan, Lichtenstein. Morris mentioned that Hilti has hired 26 Thunderbirds. His remarks focused more on the corporate culture of Hilti, which Morris credits for their present success.

As the world leader in the construction industry, Hilti's focus is three fold: product lead-

ership, market reach, and operational excellence.

Product leadership comes from quality and innovation and Hilti spends more on research and development than any other tool manufacturer, knowing their products will be copied by the competition.

Market reach refers to getting the product to customers,

"Customer satisfaction is not enough, because if they are just satisfied they aren't loyal. Raving fans stay around."

who are contractors constructing commercial buildings.

Operational excellence means "raving fan service" as Morris puts it.

"Customer satisfaction is not enough, because if they are just satisfied they aren't loyal. Raving fans stay around."

Although this is the side they tote to customers, inwardly Hilti's foundation, as Morris refers to it, is their culture.

Morris talked about the "Gung Ho" atmosphere at Hilti, referring to it as "the Journey."

"You can't change cul-

ture overnight," he said, "it does not end."

Morris mentioned four things they tried to emphasize to employees: Have Fun, Be There, Make their Day, Choose your Attitude.

"If you don't want to have fun, than Hilti's probably not the place for you," he said.

Being there means being considerate enough to focus on those around you.

Making their day refers to going the extra mile for customers, as well as other employees.

As for choosing your attitude, Morris mentioned that nobody wakes up angry or unhappy. It's a conscious decision that everyone makes.

As a company focuses on these things, Morris said, it produces team member satisfaction. Team member satisfaction produces customer satisfaction.

The end result is sustainable profitability. Morris believes that this is the reason Hilti has been successful in a changing economy.

Fed Board of Governors Member Speaks on Corporate Governance

By JOY BURCH
U.S.A., '03

Thunderbird and GWIB were honored to host Susan Schmidt Bies, Ph.D., a member of the Board of Governors of the Federal Reserve System. A dear friend of GWIB member, Cynthia Braden, Dr. Bies spoke in front of a crowded AT&T auditorium on February 11, 2003.

With an extensive background in finance, economic development and risk management, Dr. Bies addressed the topic of financial markets and corporate governance, specifically focusing on how commercial banks manage their risks and their overall coordination with the SEC. As a noted economist, Dr. Bies offered a great deal of insight into the newer innovations in finance, particularly as they pertain to disclosures made by corporations and limitations that must be acknowledged.

In her introduction, Dr. Bies discussed the two major topics of her speech: corporate governance with respect to accounting standards and how financing patterns in different countries, such as Japan, Germany and the US, emphasize different stakeholders (bank loans versus public capital markets) based on different financial systems.

In light of recent corporate misbehavior, issues regarding accounting standards, the governance practice of major shareholders and the professionalism of auditors have captivated our attention and consumed media headlines. Beyond Enron raising its ugly head and other cases of outright fraud, Bies believes that the fundamental

problem is the lack of transparency in accounting standards and the difficulty for the average investor to understand a particular firm's risk profile and performance along its various lines of business.

Dr. Bies feels that it is of utmost importance for complex firms to improve their accounting and disclosure methods, moving toward a more straightforward global standard. Because many companies have not been transparent or consistent in their applications of accounting standards, market participants have not been able to adequately or accurately assess a firm's financial strength and the risks to which the business may be exposed.

However, Bies assured an auditorium of nervous-about-what-the-heck-is-going-to-happen-in-this-economy MBA students that renewed market discipline appears to be forcing companies to enhance disclosure, thereby enabling them to obtain funds at premiums that more accurately reflect their lower risk profiles-ultimately benefiting well-managed firms and sending positive signals to the marketplace.

Bies insists that companies should be less concerned about the vehicle of exposure and more concerned with the substance of the information. In addition, auditors need to remember that they are attesting to the quality of information in the marketplace which involves maintaining a certain amount of independence from the client.

Bies also detailed some of the new tools that have

emerged over the past two decades to effectively manage financial risk. The first tool she discussed was securitization, which helps a firm manage risk by transferring some of the exposure outside the firm. By bringing together a diverse set of assets and issuing marketable securities, firms can obtain liquidity and reduce funding costs.

The second tool Bies discussed was derivatives, including options, futures, for-

the fundamental problem is the lack of transparency in accounting standards and the difficulty for the average investor to understand a particular firm's risk profile

wards and credit derivatives, which are relatively new. Derivatives allow firms to transfer their risk to a third party that is more willing to bear it. To illustrate, Bies cited the example of an airline purchasing a forward contract or a call option on jet fuel to hedge its risk, increasing the airline's financial stability in the event that fuel prices should skyrocket.

After mostly focusing on US corporate governance issues, Dr. Bies transitioned to international governance issues,

highlighting the difference between bank-based financial systems and market-based financial systems. While both Germany and Japan are known for being predominately bank-based systems, the US is mostly a market-based system, thus relying heavily on public capital markets. Shareholder interest and activism was also examined, from the perspective of both the bank and the firm. Stating some pros and cons of each system, it

is evident that banks in both Japan and Germany are subject to the same moral hazards that firms face and then the question is posed, "who monitors the monitor?"

As the floor opened up for questions, the first one directed to Dr. Bies was, "What do you worry about?" Very eloquently and with a half laugh, Bies talked about the fundamental difference between risk and uncertainty.

"You can create a model that evaluates risk, but it's the uncertainty that keeps you up at night. Is there going to be a war,

and if so, when? How long will we be engaged? Our models don't and can't quantify uncertainties such as war. Interest rates rise and fall with relative predictability, but uncertainty is much harder to price and mitigate. What are we going to be blind-sided on? It's the unknown, which is also what keeps corporate management up at night, worried about blind spots and how they can better hedge their risks," she answered.

In closing, Dr. Bies reemphasized the importance of proper disclosure and stated that she is hopeful that the changes proposed by the SEC will promote greater attention to sound corporate governance. And, while shareholder activism is effective, it provides no substitute for proper disclosure. Moving forward in our uncertain economy, Dr. Bies strongly believes that transparency and market discipline are the two most essential concepts for economic recovery.

To view Dr. Bies speech in its entirety, please visit: <http://www.federalreserve.gov/newsevents.htm>

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Assessing Aramark's Service; Survey Results

By **DEIRDRE DALY**
Ireland, '03 and
JUAREZ LOWE
Malaysia, '04

Many of the perennial complaints on campus concern the Commons, Tower Lounge, and The Pub. The top complaints are lack of variety, poor quality, high price of food, and the limited opening hours. Other issues include the price of a keg of beer for campus events and Aramark's "right of first refusal" to cater these events.

This article aims to take a balanced view of Aramark. To cover each issue raised would take more room than *Das Tor* can provide, so if your favorite gripe is not mentioned we apologize.

Clearly, we are a community with very different expectations and needs when it comes to food. We must note that there is a smaller selection available at the commons during the summer because the student body is smaller. However, a straw poll we conducted in Spring 2003, questioning students at random in the commons, showed similar results (seen to the right). Aramark conducted their own survey last fall but they have not released the results.

We interviewed Aramark managers Ron Cislo (Dining Services Director) and Richard Nix (Food Production Manager and Pub Manager). They put to rest one particularly pervasive rumor. Aramark did not pay for the commons building; it was funded by the university and as such had no bearing on their winning the tender to provide food services. These rumors could be avoided by increasing transparency in the tendering process. The decision to appoint a

caterer should be an open process, involving as many bidders as possible. After all, we have been taught that a free market economy encourages competition. Perhaps we can pioneer a system where students and faculty have a taste test (with full disclosure of the prices) and vote with their stom-

ach. Ron and Richard believe that Aramark has a great deal of variety and good prices. That is true but only to a point. The menu in the Commons should at least take into account our extremely diverse student body. Many students do not believe that tacos every Wednesday constitutes great variety. As for good prices, New Asian Kitchen's rice bowl is only \$2.99 compared to \$4.50 at the commons. Aramark does conduct price comparisons.

When asked about the possibility of made-to-order sandwiches Ron told us that the commons used to offer this service. The student body was 1400 at that time and now is only 900 and is not enough to cover the cost of providing this service. The comments from the student survey conducted last summer show that there would be a great demand for the service.

And what about the \$650 compulsory meal plan dorm residents have? This is a guaranteed base income for Aramark. The fact that this is standard practice in many universities provides little consolation for students that have hundreds of dollars left at graduation. Do you want to see big bad Aramark take your dollars? Your only option is to buy a crate of soda that you don't really want or treat all your friends to lunch for a week - or maybe you could just buy a salad and fruit bowl - choose something heavy.

Aramark's contract gives them the right of first refusal when it comes to catering campus events. Ron cited health concerns if food was not handled properly and the concern of liability for the school. We are touched by Ron's concern for the school and our well-being. We are sure that profit plays a larger role than Ron's benevolence.

Aramark effectively has a monopoly on T-Bird students. We are a captive audience. Ron cited the Biltmore hotel as a comparison, if you want to host a party there you have to use their catering facilities. The important difference here is that with the Biltmore, if we are unsatisfied in any way, we can take our business elsewhere. We are not bound by an exclusive contract. Clubs do

What's the current "buzz" on campus?

By **YESICA SCHAAF**
U.S.A., '04

According to recently released statistics by the U.S. Labor Department, the job market is at a 20-year low. This information, combined with the uncertainty created by the possible war with Iraq and the flagging economy, caused Thunderbird students to form long lines at many company booths at the Internship Fair on February 20th.

The number of companies recruiting for internships on Thunderbird's campus was down this year, leaving us with about 30 companies, including: American Express, ExxonMobil, JBM, and other firms from across the nation. This imbalance between supply and demand has made the internship search process increasingly competitive and stressful for many students. Nonetheless, a few students did capture summer internships resulting from February's internship fair. Also, it is worth while to note that the hunt for an internship should not end at the internship fair, since only about 6% of MBAs obtain a job from this form of recruiting.

The true source of finding an internship may be your own network. According to an MBA Jungle Survey 63% of MBAs find jobs through networking with friends and colleagues. Here are a few basic steps in using the powerful strategy of networking:

"Identify your internship goals - Assess your strengths (what you have to offer an employer) and evaluate the skills you hope to develop in an internship."

"Do your research - Visit the CMC resource center, talk to your advisor, search the Web, and read journals, books, and magazines."

"Use your contacts - Make a list of family, professors, advisors and friends to talk contact."

"Do your homework - Once you have some leads, learn more about the company, the industry, and the career."

Other resources for finding internships include:
<http://www.monstertrk.com> - Find internship postings across the country.
<http://campuscareercenter.com> - Locating internships and receive tips and advice for your search.
<http://www.internshipprograms.com/home.asp> - Search 1000's of postings by City, State, or Company.
<http://www.worldchambers.com> - Locate potential employers in cities worldwide.

Respondent Comments	Satisfied	Dissatisfied
Hours of Operation "Commons should be open 8-10pm. Many people do not like having to eat dinner before 7.30pm."	51%	49%
Taste of Food "Just because it is institutional food doesn't mean that it needs to taste bad and be so overcooked that it is devoid of all nutritional value and taste."	46%	54%
Appearance of Food It would appear that the food looks better than it tastes. Appearance alone will not sell food- it is only a small part of the customer usage experience.	67%	33%
Freshness of Food Again, freshness is only part of the customer usage experience - taste is still a major factor.	68%	32%
Availability of Regional Dishes Here we see an interesting difference between the expectations of US students and those of international students. Perhaps the ethnic food has been "Americanized" in taste.	53%	47%
Availability of Regional Dishes (U.S. Respondents)	73%	27%
Availability of Regional Dishes (Foreign Respondents)	38%	62%
Closeness of regional food to original taste "Commons always says that this is Chinese food or something. But the taste is always Mexican. Please fix this."	43%	57%
Availability of healthy options "I would really like to see a better availability of healthy options, or at least post somewhere...the contents, calories etc., ...This way...people can make informed decisions."	55%	45%
Variety of options "After close to a year of the same choices, I think you can understand I'm bored with everything"	38%	62%

Continued on Page 12

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T-Bird Students Investigate Dining Services at ASU West and the Commons to Compare Quality, Cost and Convenience

Continued from Page 11

not have that option for on campus events. Richard asks that clubs give Aramark a chance. "Give us the menus, come to a tasting. If you don't like it, you can go elsewhere. If we can't produce a suitable dish we will be flexible." They are also willing to work with clubs to bring down costs.

As business students, we all understand the importance of profitability. We also understand the importance of knowing your customer needs, and of emphasizing customer satisfaction. If Aramark took these values into account, it could certainly improve profitability. Perhaps they need to understand that profitability should not be at the expense of these values.

There is a silver lining in this article. Aramark is very interested in improving communication with students and administration. They would like to see a permanent food services committee established to provide a forum. They are also working with TSG to set up a notice board in an effort to provide information. They are also willing to work with the administration to provide breakfast for exams on Saturday mornings or when classes take place at night during the summer. This is, of course, dependent on how many students require these services.

Aramark receives around three comment cards a week. We hear more than three complaints a day. You, the customer, also have a role to play. Sitting around and complaining about the food amongst ourselves is a waste of time. Make the effort to change things - fill out a comment card, talk to the managers suggesting new items, return food that is inedible. Aramark's vision

statement, as listed on its corporate web site includes the goal to have "[c]ustomers who recommend us to others because we constantly exceed their expectations." It is a vision that, on this campus at least, they have yet to live up to. If each of us plays our part - students, Aramark and administration - we may someday be able to recommend the commons to others.

Our first stop was to compare the services offered in the Commons with those offered at the campus at ASU West (ASUW).

Salad Bar

At ASUW, the salad bar sells by the bowl rather than by weight. The prices are \$1.40 for a small bowl, \$2.15 for a medium and \$2.75 for a large. Salad in the Commons sells for 25¢ per ounce. It is not possible to do a straight comparison between the two cafeterias since the selection is so different.

ASUW has a smaller number of items in its salad bar; however, it has a better selection than the Commons. We had marinated mushrooms and a pasta salad, a medium bowl was enough for a lunch by itself. While the Commons has a lot more items, they tend to be very basic salad ingredients (bar the occasional baby corn).
ASUW 1, Commons 0.

Drinks

ASUW offers four sizes of fountain soda ranging from 16oz up to 44 oz. A 16oz soda costs 85¢ in ASUW and 99¢ in the Commons; a 33 oz is \$1.25 in ASUW and \$1.19 in the commons. ASUW also has a larger selection of bottled juices, waters, and sodas than the commons. Coffee and black teas are exactly the same price in both cafeterias although ASUW only charges

55¢ for herbal tea.
ASUW 2 (by a slim margin), Commons 0.

Grill

ASUW's grill offers a smaller selection than the Commons. They have burgers, hot dogs, french fries and a crispy chicken sandwich. A burger costs \$1.95 in ASUW and \$1.90 in the commons. A bacon cheeseburger is \$2.35 in ASUW and \$2.50 in the Commons. Pizza in ASUW is supplied by Pizza Hut and costs \$2.75 for a cheese pizza, \$3.65 for pepperoni and \$3.85 for a supreme. In the Commons, cheese pizza costs \$2.65, pepperoni \$2.85 and \$3.30 for a supreme.

In addition, the Commons' pizza section will make a pizza to order as long as they have the necessary ingredients. The hot food selection (aside from the grill) is quite limited at ASUW. There was only one hot entrée on offer the day we were there. By contrast, the home zone in the Commons provides a few different entrée choices.
ASUW 2, Commons 1.

Sandwiches

ASUW has two types of sandwiches: baguettes and made-to-order. The baguettes are baked in house every morning and then the sandwich pre made. A delicious ham and cheese baguette was \$4.05. A separate deli section produces made-to-order sandwiches. Students select from tuna salad, egg salad, chicken, ham, or turkey. They have the usual choices of sliced bread - white, wheat, rye - or the

option of a bagel or croissant. The commons by contrast makes the sandwich ingredients the evening before and does not do anything more exotic than a tuna on rye. We found (subjective opinion, of course) the Commons sandwiches very bland in comparison to ASUW.

An egg salad sandwich in the Commons costs \$2.85; at ASUW, it costs \$2.65. However, a ham sandwich is more expensive at ASUW at \$3.05 compared to \$2.95 in the Commons. We would still prefer to pay extra and have a fresh sandwich made to order.
ASUW 3, Commons 1.

Ice cream, donuts, cookies etc.

ASUW has a large selection of treats - Ben & Jerry's ice cream, Dreyer's ice cream and a Krispy Kreme stand. They also have some cookies that, in all honesty, are nowhere near as good as the ones in the Commons.

This is a tough one to call. How do you weigh the relative importance of a Krispy Kreme over a sinfully delicious chocolate chip cookie? Who can choose?
1 each then, ASUW 4, Commons 2.

Staff

ASUW staff was largely disinterested. They did their job but were not particularly friendly. The commons staff is generally

friendly and helpful.
ASUW 4, Commons 3

Some of the differences are attributable to market size. ASUW has a larger student body with 6,600 students. However, at present ASUW is a non-resident campus without a meal plan or evening meals (no captive customer base).

Overall, the Commons appears reasonably priced. It is within a similar range with the ASUW cafeteria and in some cases cheaper. When it comes to variety and quality though, ASUW does a much better job with cold food while the commons does a better job with hot food.

It is not enough to compare the Commons to another university cafeteria. Doing better than competitors does not necessarily mean that Aramark is meeting students' needs and expectations.

At the end of the summer semester in 2002 Svetla Novoselska, Vice President of TSG, conducted a survey to find out what students really think about Aramark. About 60% of the people on campus at that time responded to the survey. Respondents were asked to rate their satisfaction with various aspects of the Commons.

Read What You Don't Know About Women

Continued from Page 9

Drummond.

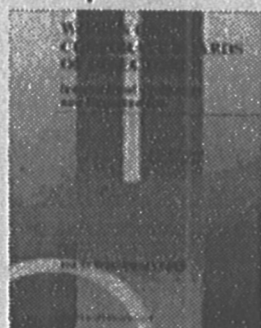
Written by women for women, this book showcases the success stories, hard-learned lessons, and creative suggestions of top businesswomen. Each story contains vivid examples and personal anecdotes.



Women and the Leadership Q: The Breakthrough System for Achieving Power & Influence by Shoya Zichy

Zichy interviews leading women from all walks of life - government, business, entertain-

ment, philanthropy. She also explains her innovative, interactive Leadership Q Self-Assessment system, with tests, exercises, and profiles.



Women on Corporate Boards of Directors: International Challenges and Opportunities edited by Ronald J. Burke and Mary C. Mattis

This is the first volume to focus exclusively on women serving on corporate boards of directors, and provides the latest thinking and research findings on this increasingly important corporate governance issue. It

includes censuses of women directors in a number of countries, identifies reasons for their limited numbers, indicates why appointing qualified women to boards offers competitive advantages, and suggests practical ways corporations can attract, recruit, and appoint more women board members.

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In Need of An Escape - T-Bird Visits Local Churches for Answers

By THOMAS WHITAKER
U.S.A., '04

Obtaining an MBA at Thunderbird can be exhausting and draining. Just as your physical body needs exercise, your spirit needs exercise as well.

Many students have already found the benefits and joys of investing some of that precious time to worship, relax, meditate, and give thanks to God. Maybe you will go this weekend. Maybe you will go next weekend. No matter when you go you are assured to make a lot of new friends and ponder the meaning of life more deeply than you have before.

What I promise you is that where ever you decide to go you will find friendly faces, reverent atmospheres, convenient worship services and a boost to your spirituality. If you have been looking for, or are interested in religious services in Glendale then this article is for you. I visited ten area churches and bring first hand information about their services. One drive down Greenway shows that this area has many churches of different denominations; it would be difficult to write on all of them in one article.

My hope is that these experiences and impressions will encourage you to take advantage of the various services offered in the area.

While driving east on Greenway towards I-17 the first church you see is the *West Greenway Baptist Church* on 5341 W. Greenway Rd. Their ESL by Design poster may have caught your eye. They offer

group and one-on-one English classes held at the church.

I met Bob, a friendly bearded man, at the front door. He explained, "We're a Southern Baptist church, but all of our members leave that at the door—we are all non-denominational when it comes to our relationship with Christ."

He also added, "We've seen a few T-Bird students take advantage of the ESL courses, but we'd always like to see more at our services."

Their Pastor, Pat, can be reached at 602-878-4406. Call Pastor Pat for specific service times, as they tend to vary.

I almost missed the *Arizona Agape Mission Church* because the small picture of the Bible is accompanied only by Korean characters. They seemed pleasantly surprised to see me, and after a minute I understood why. Ninety-nine percent of the members attending are Koreans over the age of 30.

Services are held in a home with the garage converted into a chapel that holds about 100 people. Reverend John Yoon was very helpful explaining that religious services are held in Korean at 8:00 a.m., 11:00 a.m., and 6:00 p.m. on Sunday. English translation is offered at the 11:00 a.m. session only.

There is a nice play area for the children with lots of room to jump and play. They can be reached at 602-564-0639, but don't be surprised if he answers in Korean. He speaks English well and will be more than welcome to make you feel at home.

Less than a block down the street is the *Harvest Rock Church*, whose claim to fame occurred a few weeks ago when a reportedly kidnapped girl wandered into their meeting, disoriented and exhausted. As Pastor Pat Massaro related the event, "It was divine providence . . . that poor girl just wandered in here from nowhere all confused."

Pastor Massaro's focus is receiving personal prophecy. "I believe everyone can get prophecy for themselves" he explained. He enjoyed telling me about his prophetic ministry, and I witnessed a woman being given a blessing, which I can not say was a relaxing experience for me.

He did entrust me with his cell phone number (602)369-7251 and told me "to tell the students they were always welcome at Harvest Rock."

Sunday Services are at 9:30 a.m. and 6:00 p.m. with various meetings on Tuesday, Wednesday and Friday 7:00 p.m.

Across the street is the *Vineyard Phoenix Christian Fellowship Church* which has multiple services weekly. They can be contacted at 5034 W. Greenway or by calling 602-843-8848. Sunday services are held at the regular 10:00 a.m. and 6:00 p.m. times.

I also attended services at the *Heritage Life Presbyterian Church* on 5830 W. Greenbriar Dr. right on 59th avenue between Bell and Union Hills. Jerry Muenich gave a rousing sermon on "Satan and his attack of Materialism" in which he denounced "Hollywood and its antics." I enjoyed the sermon, but

felt it a little ill-timed considering the printed program encouraged members to go see the movie *God and Generals* to be discussed during Sunday School on March 16th.

I also had the pleasure of witnessing a baptism of a young child and supping at the Lord's table in a traditional Christian manner. Jerry's office number is 602-938-7063. Worship hours extend from 8:30 a.m. till Noon with the traditional services being offered at 10:45 a.m.

There are two large, beautiful churches on 51st between Bell Rd and Union Hills. The one that stuck out in my mind however was the *Cathedral Christian Center*.

CCC has an impressive complex of worship halls, schools and playgrounds. In addition to having a large Cathedral, they also provide a full time school for kindergarten through 8th grade (hosting about 200 students), weekly classes for teenagers, single adults, young married couples, seniors, and special counseling for families.

Check out the "God-Mobile" (a bookstore on wheels) and their impressive pavilion in which they provide free continental breakfast for parishioners before church. Sunday's 10:30 a.m. and 6:00 p.m.

The *Bel-Air Assembly Of God Church* at 5402 W. Union Hills offers services at again 10:30 a.m. and 6:00 p.m. Bel-Air also offers an Italian service Thursday nights at 7:30 p.m.

The Redeemed Church is located in the strip mall across the street from the school's north-west corner. (Near Barwinkles and Dairy Queen).

The church consists of two buildings, one which has a nursery and chapel, the other has classes and offices. The Redeemer Church is a new church to the area and has services Sunday at 10:30 a.m. and 6:00 p.m.

The *Church of Jesus Christ of Latter-day Saints*, otherwise known as "Latter-day Saints" or "Mormons," has three local church buildings. The closest is at 5250 W. Thunderbird Rd. across from Samaritan Hospital on Thunderbird Rd. There are also church buildings located at 4901 W. Union Hills Dr. and on 39th Ave and 15016 N. Visitors are welcome at any church building, but members are assigned a church geographically arranged into "wards."

Services consist of three classes of approximately one hour each and starting times vary building to building. They also have a ward especially for singles. (Thus the movie: *The Singles Ward*) For more information about the LDS church you can contact LDS members on campus or contact the missionaries at (602)843-4881.

Comments, questions and opinions can be sent to Das Tor editorials or straight to the author. Due to time restraints only churches within two miles of the school were visited. Watch for the next article where I'll visit a diversity of Phoenix churches, including a Jewish Synagogue, Moslem Mosque, Baha'i fellowship, and Buddhist temple.

Taking Time to Examine What Really Matters

By JEFF BOYD
U.S.A., '04, and
KATHERINE SCHAD
U.S.A., '03

Between the stacks of readings, group projects, club activities, guest speakers and the omni-present job search, most of us do not have time to ponder the big questions in life such as "How do you know if God exists?" or "If God exists, why is there so much evil and suffering in the world?" or "Are there any absolutes that transcend religions?"

Yet, religion and spirituality play a major role in most, if not all, of the many cultures each of us represents. At Thunderbird, we are presented with a unique opportunity to interact with people from many unique cultural and religious backgrounds, to learn about different beliefs, to offer our own, and to gain an understanding of one another. In a world so divided by cultural and religious differences, let us be the future leaders who strive for peace through a spirit of understanding and reconciliation.

For this purpose, a

group of enthusiastic students came together in the IBIC Media Room on February 26th for the first of three open forums on Religion, Spirituality and World Views.

Although the event was sponsored by the Thunderbird International Christian

*In a world so divided by
cultural and religious differences,
let us be the future leaders who
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understanding and reconciliation*

Fellowship (TICF), it was not an event for Christians alone. In fact, the ideal group is one where there is a diverse mix of opinions and beliefs. People of many different faiths were represented and shared their personal and cultural perspectives. Those who aren't quite sure of what they believe also found it a useful discussion to provoke serious personal reflection.

The forum was moderated by Dr. Gil Crowell, Area Director of Search Arizona, an organization that encourages people to engage their "relational

networks" in meaningful discussion about significant life-related topics. Dr. Crowell has over 30 years of experience in both the corporate, non-profit and military spheres and understands T-birds well since he has traveled to over 40 countries! Dr. Crowell maintained an open, non-threatening

environment offering the freedom to disagree yet with the utmost respect for the views of everyone in attendance.

We were able to hear many different perspectives on questions such as the following: Is there a universal code of standards that we should all live by? Why is religion such a destructive force? Is there a universal definition of good and evil? How do you define faith? Why does evil exist? and Why can't we all just get along?

Why should you make time to attend the next two open

forum sessions on March 26 and April 16? Because the stress of looking for a job and feeling uncertain about the future can become a heavy weight if we don't have a resource outside of ourselves.

Also, sometimes we can experience an "empty success" with material gain at the cost of our personal lives and a lack of connectedness with family, friends and God. Our hope is that the open forums will serve as a venue for you to deepen your spiritual life, find answers to questions you have been contemplating, introduce us all to new ways of thinking, and build a bridge between religions.

We invite you to come and represent your cultural and personal perspective. The more diverse the representation, the better the discussion! Please join us in the IBIC Media Room from 7:00p.m. until 8:30p.m. on Wednesday, March 26 and Wednesday, April 16.

If you have any questions, please contact us at jeffrey-boyd@global.t-bird.edu or kschad@global.t-bird.edu.

Value-Added Winterim

Continued from Page 10

houses like VW, Toyota, and Matsushita, the Czech Republic seems to be on its way. Investors are particularly interested in the Czech Republic because of its high tech, low cost labor and strategic location. It is seen as a doorway to Western Europe because of its slated entrance into the EU in 2004.

Although the Czech Republic is slated to enter the EU in the spring of 2004 it still battles with reform. Mr. Blesl stated that his paper is active in criticizing the corruption that still exists in the legal system and fears that reforms will still take some time. While in Prague, myself and two other students had run-ins three separate times with the police and border officials. I am convinced that we were targeted as tourists. The combined fines, most of which I am sure were pocketed, amounted to 3000 krona, however we were successful in talking them down to 1200 krona. Though the fines only amounted to about \$40, it was the added experience that was worth the price.

Entrepreneurship Program Offers Internships, Real World Experience and an Opportunity for Professional Certification

By SCOTT GABEHART
U.S.A., '84

As a proud Thunderbird alumnus, I have been very excited about continuing my relationship with the school as a part-time member of the distinguished faculty teaching the "real world" oriented Business Valuation course GF5421.

My course is called "The Going Concern," but could be more aptly called "Small Firm Valuation" due to its focus on the evaluation and valuation of small businesses of all types. In addition to addressing the myriad issues involving the "buying and selling" of small companies (as contrasted with the alternative of "starting from scratch" via the start-up option), the course offers students the opportunity to learn both the basics and finer points of small firm valuation.

The course project is referred to as an "EBO" or Evaluation of a Business Opportunity, wherein students locate a willing business owner for purposes of applying the full spectrum of both qualitative and quantitative evaluation techniques as a prelude to the implementation of "generally accepted valuation principles" and techniques.

In addition to the course materials, discussions and the EBO, I also offer students the option to participate in an "internship" program. This activ-

ity is a combination of assisting in the completion of actual business appraisals for my customers and doing research for my next book. This semester alone there are six interns gainfully active in these areas and others.

Finally and perhaps most valuable of all is the possibility to work towards the professional designation of "Certified Business Appraiser" or CBA. A "stepping stone" designation is also available called "Accredited by the Institute of Business Appraisers" or AIBA.

Negotiations are underway between Thunderbird and the Institute of Business Appraisers to formalize an innovative, first of its kind joint venture which will allow students to use the 42 classroom hours in GF5421 toward the 80 (AIBA) or 90 (CBA) educational hours required to sit for examination and to submit formal appraisal(s) for review prior to gaining certification. The plan is to allow students to gain the AIBA designation within a single semester and the CBA designation within two semesters (prior to graduation).

Attainment of these designations plus experience as an intern will go a long way toward differentiating your background and skills from the competition, irrespective of your career plans. In other words, whether you wish to become self-employed or an employee working for a valuation firm, join the ranks of the

corporate personnel or start-up or purchase your own business, you will have a uniquely valuable if not marketable skill.

Because the number, type and importance of small businesses are greater than ever, the valuation implications are also becoming more important as society devotes more resources to this domain. It is a natural consequence that a greater number of small businesses will generate a greater demand for the services of business appraisers. Over the lifetime of a given business there may be a need for as many as four to six separate business valuation efforts. The math is quite powerful here, i.e. millions of businesses multiplied by four to six generate a remarkable result in terms of the demand for valuation services. It is, therefore, not surprising that the professional business appraisal industry has grown right along with the growth in the number of privately-held concerns.

In addition to the plethora of reasons for requesting a business valuation, a wide variety of "types" of valuation analyses and reports are available. Professional appraisal services run the gamut from a simple verbal assessment to a full-blown, formal business appraisal report of more than 100 pages in length. The costs associated with these services also vary widely, based both upon the type of assignment and upon the fee schedules from

one valuator to the next.

Verbal assessments billed at an hourly rate may cost as little as \$100 versus as much as \$30,000 or more for complete appraisal analysis for substantial firms.

The list of potential reasons for seeking a professional business appraisal is quite lengthy. Certain types of valuations must be made repeatedly, e.g. the annual valuation of ESOP shares or the periodic valuation of shares related to a buy-sell agreement. The fact that a given small business might be bought and sold a handful of times over its life adds to the need for valuation services. Both sellers and buyers often seek a second opinion as to the fair market value of a business for sale in order to provide assurances that neither too little nor too much is being paid. In certain cases, such valuations are mandatory, e.g. mandated by the corporate by-laws or the board of directors.

Scott Gabehart (BA, MIM, CBA) is an author, columnist and faculty member. In addition to writing "The Business Valuation Book" (Amacom Publishing) and the "Upstart Guide to Buying, Valuing and Selling Your Business" (Dearborn Publishing), he is writing another book with Dr. Ken Ferris (Thunderbird faculty) to be called "Professional Appraisal Practices" as well as a regular column dealing with business valuation issues for the Arizona Journal of Real Estate and Business. He can be reached by email at sgabe57806@aol.com or feel free to drop by his office (#43 in the Administration Building).

Global Entrepreneurship Center

By DR. STEVE STRASLER

Thunderbird's evolving Global Entrepreneurship Center is progressing nicely with an active search for its first permanent Director. The Center will serve not only full time students interested in adding entrepreneurship to their Thunderbird MBA training, but also widen the reach to alumni and players in the entrepreneurial community with non-credit courses, workshops and programs. The culture of the Thunderbird community is considered very entrepreneurial and the new Center will leverage that interest and serve it as well.

On-campus course offerings look at entrepreneurship in a variety of ways. For example the GF 4420 course I teach looks at the more strategic aspects of entrepreneurship, including explorations into franchising as a way to become "entrepreneurial."

For students who wish to combine their interest in entrepreneurship with the likelihood of a career in a corporate setting, we spend some time exploring the idea of "intrapreneurship," creativity and innovation in the context of a larger, more complex organization.

To serve the interests of students who may one day assume leadership roles in a family enterprise, a part of the course is focused on issues and perspectives found in family businesses. Students in this class will create an opportunity analysis/feasibility study of a business idea or concept in the course and present it at term's end to a panel of venture capitalists, entrepreneurs and new venture advisors.

I also teach GF 5422 (The New Venture), which focuses on the pure-play startup, and the challenges and opportunities represented by new venture formation.

The course is built around the creation of a business plan, with a generous mixture of guest lecturers who bring in their real world perspectives and experience in specialized areas like intellectual property law, patents, copyrights and trademarks, and venture capital. The capstone term project, the business plan, is pitched to a panel of investors, venture capitalists, angels, and members of the entrepreneurial community, giving the students a very real entrepreneurial experience!

The GF5421 course (Going Concern: Business Valuation) and GF4420 will be offered this summer in addition to another entrepreneurship class dealing with legal issues (see Dr. Strasler for more details on this course).

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Visiting Faculty Advises T-Bird to Look Locally

Continued from
Front

Technology) in International Business. He brings to the classroom an understanding of the political and cultural aspects of international business and is also able to relate to the diversity of the Thunderbird student body in terms of its academic background.

His Thunderbird students differ greatly from the students he taught at Wharton, where he taught International Management and Strategy courses. He finds the mix intriguing, although he said the groups are not directly comparable.

Professor

Tschoegl suggested that Thunderbird utilize its close proximity to the Navajo Nation to propel its International Development program. He argues that this region experiences many of the same problems as underdeveloped nations and would give Thunderbird students unique first-hand exposure.

Overall, Professor Tschoegl has enjoyed his seven-week stay at Thunderbird. He had known about the school and its International Management program for many years, and had even thought about applying to Thunderbird when his three years as a U.S. Army Infantry Lieutenant came to a close.

He says that he would like to return to teach at the school, if given the opportunity, for a similar stint in the future. If he could have the situation of his dreams, he would spend half the year at Thunderbird, and half the year in Lugano, Switzerland.



Views from a Far Away Land (a.k.a. train to Bregentz)

By MATTHEW JONES
U.S.A., '03

Forgive me for it has been 2 weeks from my last confession. I am writing to you from the second deck of a train that is taking Cody and me to visit an old friend of mine, Malin, who lives in Bregentz Austria. She works as a designer for Wolford AG, Europe's largest "intimate apparel" manufacturer. She invited us to visit, after I asked her to do so. We are both hoping for a comprehensive tour of the production facilities, but especially look forward to possibly seeing the product being modeled.

Cody has beer on the brain, Austrian beer to be exact; it has been his favorite subject of late and other than looking at lingerie the main purpose of this trip is to drink a few good beers together. We hit the books on Friday to clear Saturday and Sunday for this "beer run," and just between you and me, the beer had better be real good in Bregentz or I will have to tar and feather Cody.

Malin has advised me that the specialty of the region is some stinky cheese and schnapps, but neither of those products float my boat. We have just departed Lucerne, a picturesque city sandwiched between Lac Lemman (Lake Geneva) and the mountains. There are lots of tan or yellow buildings with Brown shutters and orange tiled roofs. The buildings remind me of California's wine country chateaus. They seem to grow an awful lot of white grapes here, wonder why we never see Swiss wine in the United States?

The lady sitting next to us, who I just asked, says that the grapes are Pinot Grigio - a nice dry wine that goes nicely with their fondue. On the subject of fondue, one of our fellow T-Birds, Alex Walters invited, a few of us to dinner with her mother who was in from London last night. She took us to a fondue restaurant that is located in the old part of Geneve.

Now being a guy who can not eat milk products without taking a massive dose of lactose, I had never actually eaten fondue before. Further, the idea of eating fondue reminded me of the 1970's, some weird form of communal dining that our funky

disco parents did on Saturday nights while wearing orange and yellow polyester leisure suits. This restaurant was nothing like what I had expected, the least

of which was that there were no leisure suits to be seen. Only elegant diners that made me glad that I had worn a necktie.

The building was built in the 1800's and still had its foot tall rough sawn load bearing beams exposed to the diners. Modern updates to the place included a rotating door that allowed guests to enter the restaurant efficiently without introducing a large blast of cold air on diners who were seated directly in front of the door. On one wall were two massive, yellowed with age, elephant tusks and on an adjacent wall there were two antique shotguns that reminded me that I wasn't in Japan anymore.

The waiter, who was the first semi-snooty person that I have met in Europe on this trip, offered to take our coats. I, being a jerk from the States, quickly took off my coat and handed it to him but was ignored. Instead he waited patiently for the women to take off their coats and then got around to me. I was quite embarrassed with myself; too many years in Asia had reduced my mother's years of teaching how to be polite in the West to distant memories. This embarrassment was only the beginning.

As we were seated I did my best to help the ladies sit down, pulling out chairs and the like. Unfortunately all this mental activity about how to be polite reduced my ability to think to that of the common housefly and when the waiter dude returned with the menus and began passing them out I nearly snatched the menu that was intended for Alex's mom. For the rest of the evening I sat on my hands whenever Mr. Waiter Guy was around.

The food was amazing. A big red porcelain pot, 10 inches around was filled with five



Cody Sutton has "beer on the brain"

inches of bubbling, pale yellow cheese dip. It had a slightly "aged cheese" smell, with a hint of what could have been white wine added in for good measure. Alex ordered us two heaping plates of peppered, dried meat, shaved paper thin, a loaf of French Bread and four plates of broiled cheese, that were served with pickled mini onions and small pickles.

The caveat to the fondue endeavor was that if you happened to loose your bread or your meat in the pot you had to kiss everyone at the table. I made sure that my bread was on my fondue fork real good, because there was no way that I was kissing Cody.

Two hours have passed, the battery on this tank died somewhere north of Zurich, and I had to shut her down. We arrived in Austria and had one of the most enjoyable weekends in recent memory, with Malin in her adopted home. She met her friends by meeting a young man on the train to Vienna two years ago. Through this one contact she has developed a network of really fun and interesting pals that I think she will be close with for the rest of her life. This group of friends welcomed us into their town with open arms, and we spoke at length about European politics, business and a general dislike that the Austrians have of the Swiss, that I was not aware of. We also accidentally picked the weekend that Bregentz was celebrating Carnival, like in Rio, only smaller.

All in all the weekend had some pretty profound discussions with articulate people who live in a wonderful place on a big clean Austrian lake near Germany, Switzerland and Liechtenstein. It was a great time. Even if we didn't get to make it to the intimate apparel maker.

Immersion in Culture is Just As Important as Immersion in Finance

By MEGAN A. STALEY
U.S.A., '04

Professor of Accounting, Barry Graham, has had a professional career fitting for someone associated with Thunderbird. A native Australian, he has taught on four continents and three of Thunderbird's campuses.

He taught at the Guadalajara campus in the Summer 2000 trimester. When questioning what brought him around the globe to Mexico, he said he thought that it sounded "like a nice place to go visit." The visit turned more permanent when he then stayed within the Thunderbird system and went to Archamps, where he has been teaching full time ever since, save for Summer 2001 when he taught at T-Bird's Tokyo campus.

He likes the Thunderbird Europe campus due to the "small groups where they [students] get to know the faculty and get the attention they want."

Benefits of European Campus

"People here have a tough life," he said somewhat seriously, alluding to the pressures of a rigorous MBA program (which he admits no longer has the "easy" reputation at the European campus as it used to) while making travel plans and experiencing the European culture.

He sympathizes with the students in the fact that the courses are so short and that the work load has increased but that travel is encouraged at this campus.

Professor Graham admitted to liking the major capitals (Paris, London, Barcelona and Milan for starters) but added that "unfortunately students don't see a lot of things around here" or take advantage of outdoor activities close by.

Being on this campus, he said, allows for a more diverse range of internship possibilities, especially if students want to work in Europe.

Academically, he said the benefits are diverse. Students benefit from full-time faculty, adjunct faculty from other uni-

versities in the area, and also finance professors who work in the industry in Geneva.

Struggles for non-financial students

"All MBA students without backgrounds [in finance] struggle with finance and accounting. They have to live with it more by way of reading; immersing yourself in the financial world more.

"Non-quantitative students have more trouble adapting to the methods of analysis in financial disciplines," he said, stating that financial accounting is more intuitive and abstract.

Even though students might struggle with managerial and financial accounting, he noted, it is still paramount that they have a grasp of the concepts as most corporate profiles of top executives include some type of financial know-how. "Students have to understand what affects share price," he said.

A goal of the Thunderbird curriculum, while not training people specifically to be CFAs or CPAs, he added, is to "get a grip of the basic financial and managerial concepts - enough to be dangerous basically."

Previous Experience

Before being a Thunderbird faculty member, he taught for six years at the City University of Hong Kong and the University of HK Business School's MBA Program. In the 1980s, he taught at Southern Methodist University (SMU) where he met Dr. Herberger who was then the Dean of SMU's Business School. His T-Bird associations do not end there, as he said he has known Dr. Ferris (of the Glendale campus) for 25 years. He also taught at Curtin University in Australia and was a consultant in the private sector.

"A lot of programs in Australia are part time so they tend to be business people or private sector people," he said, indicating that they have more of a financial practical experience. Also, he added, there are more students from Southeast Asia in the programs there.



I Am Woman, Watch Me Score ... A Try

New Rugby Club Add Women to the T-Bird Sports Scene

By LYNN MORRISON
U.S.A., '04
and JESSICA McCOY
U.S.A., '04

What started as an idea at the Rugby Club's "Beer in Hand Walk-Thru" has turned into the club's latest addition - a women's rugby team. This is not the first time that Thunderbird women have shown their strength on the pitch.

In the past, Thunderbird women's rugby teams have played against club and collegiate teams around the country. However, lack of interest among campus women eventually led to the team's disbanding in the Fall of 2000. Fourth and fifth trimester students Heather Brauer and Sam Sugahara had been trying for several seasons to pull a women's team together. Their leadership skills and strong friendships with the men's team members combined with the

excitement of a large group of first trimester students finally led to the re-establishment of a women's team.

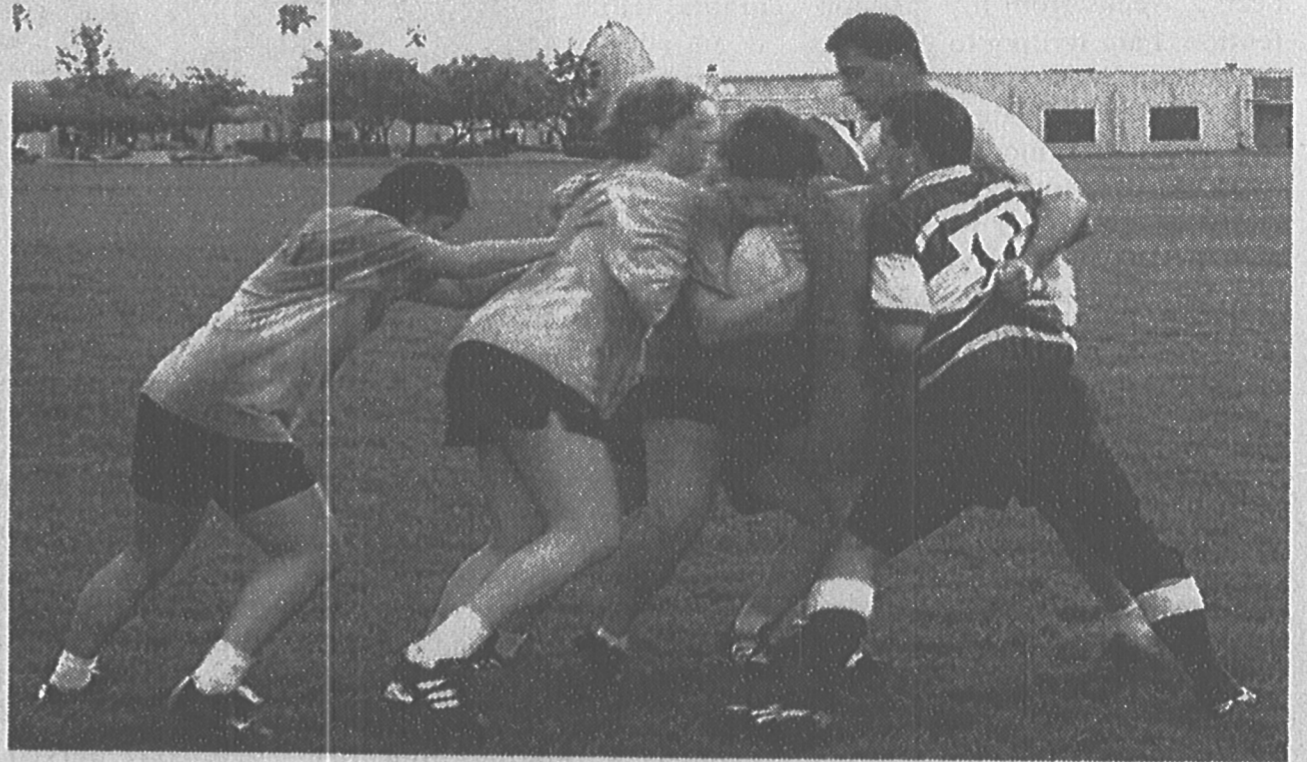
For the past three weeks, the women have joined the men on Tuesdays and Thursdays and held additional women-only practices and weight training. Fly Half, Jenny Hubbard, says of the newly-formed team, "I have been very excited by the level of commitment and progress I have seen in the women as well as the overwhelming support of the men's team." Indeed, this would not have been possible without the help of the guys and the coaching staff. Patrick Carroll, Des Veitch, and Jason O'Brien have been especially helpful in stepping forward to lead practices for the ladies.

Coaches and team members are working to schedule the first game towards the end of March. Team forward Fleishman

explained, "We are all looking forward to playing in our first game because it will be a great opportunity to put all of the tactics we are learning into practice." There are several potential competitors in the area such as the Scottsdale Blues, Tucson

Women's Club, and the ASU Women's Rugby Club.

The formation of the women's team has been a positive experience and we invite all to come out and join us, regard-



The women practice tackling and rucking with the men

less of levels of experience. We are enlisting players, spectators, and supporters to help us turn women's rugby into a Thunderbird tradition.

For more information

on the team, please contact either Jenny Hubbard (JGHubbard@global.t-bird.edu) or Sam Sugahara (Sugahara@global.t-bird.edu).

Go to Duke in April With the Men's Rugby Club

By PIERRE MAGNIER
Canada, '03

That's right, we're going to Duke. What do you mean, "we" are going to Duke? Who is "we" and why are "we" going to Duke?

What many people don't know about Duke is that they host the largest MBA rugby tournament in North America. Over 40 teams from all over the world will descend on Raleigh-Durham, North Carolina, during the weekend of April 4th for some intense competition and camaraderie. It is labeled as the high point of the spring rugby season and Thunderbird will be there in full force.

Preparations for the tournament have been on going since the fall trimester. Last fall marked a great season for the rugby team, not only did the team win its home tournament, the Thunderbird Invitational, but it also finished the season with an impressive 16-1 record. As a token of its incredible season and the Thunderbird administration's continued support of the club, Christian Schmidt, current club president, and Martin Gavito, the Fall season MVP, presented a framed team picture-plaque to Dr. Herberger this past December.

But the road is long and the team is still working hard to prepare for the April 4th weekend. The team has many new players who have been training hard to develop their skills, get in shape and have some fun in the process. The overwhelming energy, commitment and hard work are paying off.

The backs, under the guidance of Martin Gavito, have developed their speed, passing skills and play making abilities and are a force to be reckoned with. The forwards, under the guidance of Max Campos, have modified their tactics and are now "an imposing mobile mass of extremely big guys" - just imagine Baby Huey running at you. The new system that the team uses has shown tremendous promise and capitalizes on the team's strengths: size, mobility and speed.

There is a high level of excitement in the eyes of veterans because they have bones to pick with many of Thunderbird's archrivals, namely Harvard, INSEAD and Wharton. These schools are not only some of our primary competitors in terms of business school rankings; they also field very good rugby teams at the Duke tournament. The pressure is on and Thunderbird Rugby Football Club is expected to be the team to beat at Duke this Spring.

Your Thunderbird Rugby team will be there to show the world what T-Birds are made of.

If you feel like being involved in this great club just come out to the practices and run with the players. All the practices are open, they have never turned anyone away and love to

see new faces - to the point that a women's rugby team has started this spring.

If you don't feel like running, come to the games and cheer them on. Rugby games are always a good time for everyone involved - there is even free food and free beer.

The Thunderbird rugby players are working hard to win and to show to the world what T-Birds are all about. They are our representatives! The representatives of all the Thunderbird students, so in fact "we" are all going to Duke with them.

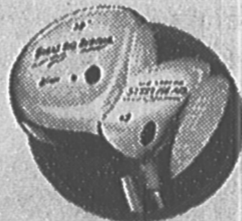


Christian Schmidt, current club president, and Martin Gavito, Fall season MVP, present a plaque to Dr. Herberger

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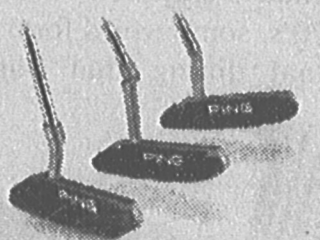
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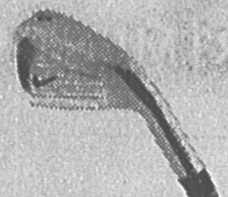
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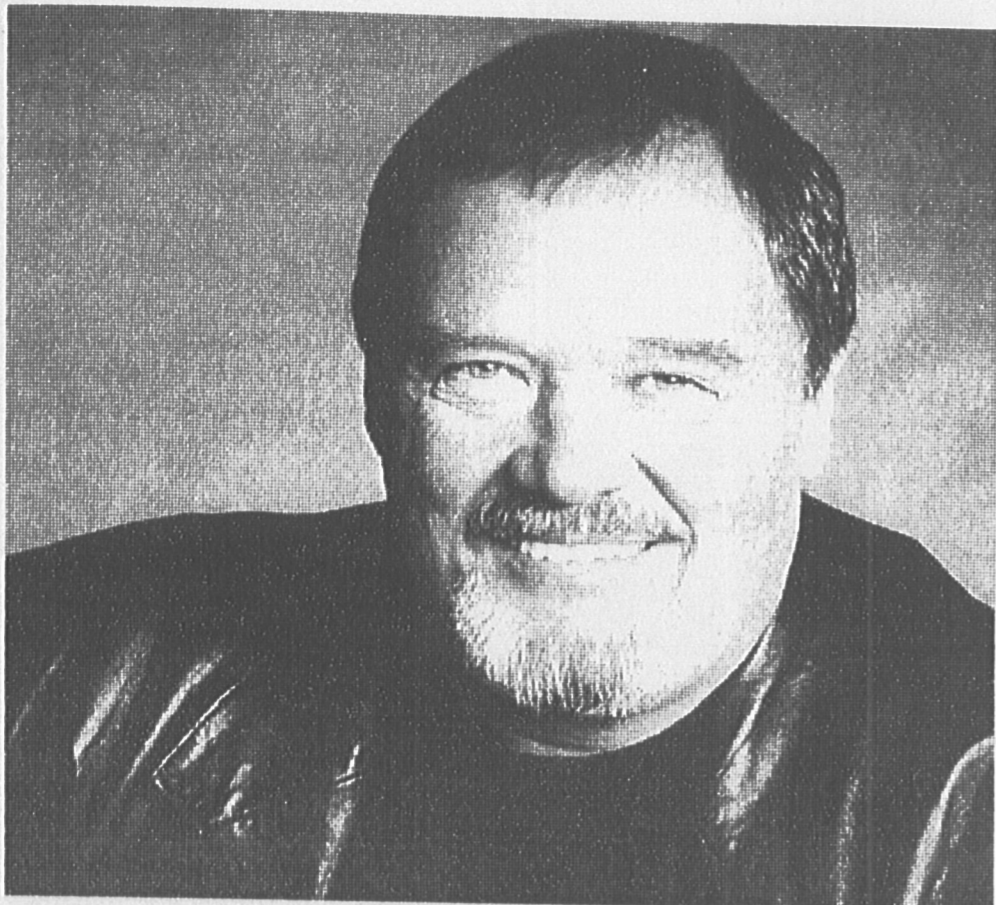
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Rock-and-Roll Headlines Festival



Mar 28-29.

GLENDALE, Ariz. - Two longtime rock-and-roll bands that left a lasting impression on the music industry throughout North America and Europe will headline the Glendale World Music Festival

Blood Sweat & Tears and The Spencer Davis Group are scheduled to appear at the two-day music festival on the campus of Thunderbird. Hours are Fri 6 p.m. to 1 a.m. and Sat 10 a.m. to 1 a.m.

Canadian "David Clayton-Thomas and Blood Sweat & Tears" headlines at 8:30 p.m. on Saturday. The band was one of the first to successfully integrate jazz, rock and blues into an innovative and commercially successful sound. The band's first album sold 10 million copies and produced three gold singles, "You've Made Me So Very Happy," "And When I Die" and "Spinning Wheel." The album won an unprecedented five Grammy Awards, including Album of the Year and Best Performance by a Male Vocalist. Spencer Davis, who was born in Wales, has a dozen top 10 hit songs to his credit, including "Gimme Some Lovin'" and "I'm a Man." He toured with the Beatles and Rolling Stones spearheading the British Invasion and will be performing at the Rock & Roll Hall of Fame immediately preceding his Glendale appearance. Davis headlines Friday night at 8:30 p.m.

More offered beyond center stage

In addition to the headline acts, Japanese Taiko, Caribbean Reggae, Australian Pop, Latin Fusion and other musical acts will be featured at the outdoor stage. Between these acts roaming global dance troupes perform in the crowd. Entertainment at the outdoor portion of the festival ends at 10 p.m. both nights, but the fun continues with live music at an indoor after hour's party in the large Thunderbird Activity Center located next to the festival grounds.

A cornucopia of international food vendors will feed the crowd and a World Pub stocked with domestic and international

beers and wines as well as soft drinks will quench their thirst. Blended tropical smoothies and Asian bubble drinks complete the beverage selections.

A craft and merchandise bazaar is open during the outdoor portion of the festival. New this year are Party Hats. (www.partyhats.org) For a small fee you can create a grand Mardi Gras style hat to wear. On Saturday from Noon to 4 p.m. Thunderbird graduate students host their youth oriented Discovery Pavilion filled with inter-active exhibits and displays.

Admission until 10 p.m. daily, parking and a double-decker London shuttle bus are all free. There will be a \$5.00 cover

charge for the indoor after hour's party.

Enter the festival at Country Gables, one-quarter mile south of Greenway Road on 59th Ave. The festival is handicapped accessible, but primarily located on a grass field. Pets, large shade umbrellas and personal coolers are not allowed.

Media partners include Channel 12, 95.5 FM KYOT and The Arizona Republic. Festival sponsors include 7 UP, Budweiser and Strategic Alliance Marketing.

For more details call the Glendale special events information hotline at (623) 930-2299.

Glendale World Music Festival Schedule of Events

Outdoor Festival

Friday

6:00 p.m. Azz Izz - reggae
8:30 p.m. The Spencer Davis Group
www.Spencer-Davis-Group.com

Saturday

10:00 a.m. Fushicho Daiko - Japanese Taiko
11:00 a.m. Bedouin Tribe dancers
11:30 a.m. Lisa Marmur - Australian folk/pop
1:00 p.m. Caribbean Zone dancers
1:30 p.m. The Scones - British alternative
3:30 p.m. Caribbean Zone dancers
4:00 p.m. The Rave/Apple - Beatles tribute
5:30 p.m. F.A.M.A.S. - martial artists
6:00 p.m. CRP Orchestra - Latin fusion
8:00 p.m. Tye-Dye Wackos - freebies
8:30 p.m. David Clayton-Thomas and Blood Sweat & Tears
www.DavidClaytonThomas.com

After Hour's Party in the TAC*

Friday

10:00 p.m. Rhythm City Express

Saturday

10:00 p.m. Rhythm Edition

* \$5.00 Cover Charge



David Clayton-Thomas

CONTACT

Vern Biaett, Jr., Special Events Manager
623-930-2963
623-695-6223 cell
vbiaett@glendaleaz.com

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Bring the Movies to You

Continued from Page 9

falls in love with a Mr. tall, handsome, and definitely not Greek. This story is about family values and culture, and how Toula resolves the issues with her heritage and her relatives.



Late Marriage Israel (in Georgian and Hebrew with English subtitles)

A 31 year old unmarried man resists his family's efforts to get him to pick a wife and settle into marriage and how they intrude in his life. Like *My Big Fat Greek Wedding*, another story about family and their disapproval of a single lifestyle, only about a man instead of a woman and a different in a different country and culture - but the same values and family pressure.

I Love Budapest Hungary, (in Hungarian with English subtitles).

A country girl moves to the big city and discovers a dark underworld of crime. Described as "A stylish, ultramodern European film set to a fast, heart-pounding rock'n'roll rhythm."

images from amazon.com

Examining Death Penalty Morals Through *The Life of David Gale*

By DEIRDRE DALY
Ireland, '03

☆☆☆ (3 out of 5)

If you are looking for a cheerful happy way to pass the time this movie is not it. However, if 'edge of your seat' drama is your desire then it is worth considering.

David Gale (Kevin Spacey) is a philosophy professor and anti-death penalty activist who is on death row for the rape and murder of his friend and colleague Constance



Kevin Spacey as David Gale (Image from <http://movies.go.com>)

When his appeal is turned down, he agrees to give a series of interviews to newsmagazine report Bitsey Bloom (Kate Winslet).

Bitsey is quickly drawn into the intrigue and races to find out what really happened, before Gale's execution takes place. There are a few twists and turns in the story, some can easily be figured out, some are surprising.

While the plot is overall good there are a few things that don't quite fit, however since they are all tied up in the ultimate

twist I won't reveal them here. They didn't detract too much from the story for me.

Kevin Spacey does a great job as Gale, particularly the drunk scenes.

Kate Winslet is not her usual sappy character but ably plays a tough ambitious woman.

I enjoyed the movie but I think it was partly because I had no prior expectations of it. It tries

to carry a moral message that the death penalty is bad but really just leaves you wondering about the morals of the activists.

Starring Kevin Spacey, Laura Linney, Kate Winslet, Gabriel Mann, Matt Craven, Leon Rippy, Rhona Mitra

Director Alan Parker
Screenwriter Charles Randolph
Universal Studio

Production Company Dirty Hands Productions, Intermedia Films, Saturn Pictures, Universal Pictures

Release Date February 21, 2003

MPAA Rating: R, for violent images, nudity, language and sexuality
Running Time 130 minutes

Take the "New School" to the *Old School* for Side-Splitting Slapstick Laughter

By JOHN CARLISLE
U.S.A., '03

☆☆☆☆

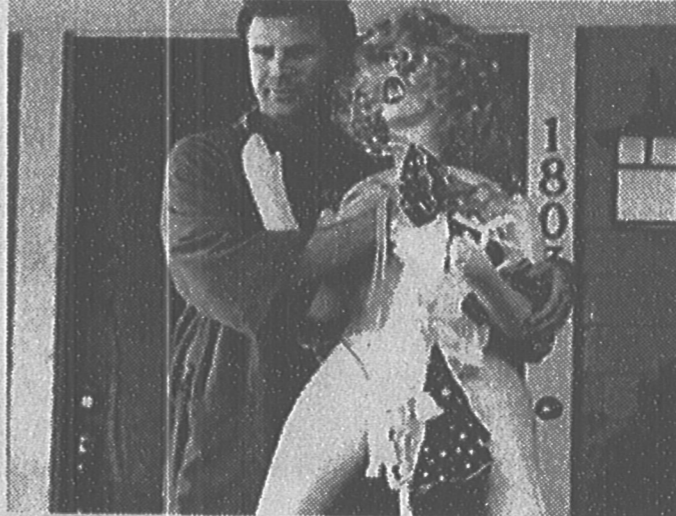
Beer funnels, ear-splitting music, one-night stands, and running buck naked through campus. This might sound like a typical Thursday night at The Pub to you, but it also describes fraternity life for many American college students. Oh, dem glory days! What wouldn't we give to go back to such carefree and reckless pursuits, especially with money to spend and the knowledge begotten of thirty years on this planet?

In *Old School*, our heroes have the chance to do just that. Crushed by the sudden discovery of his girlfriend's infidelity, Luke Wilson's character, Mitch, tries to start a new chapter in his life.

He moves into a new house that just happens to be on the edge of a college campus. Mitch's friend Beanie (played by Vince Vaughn) recognizes the golden opportunity the house offers as an escape from his own married life and plans a house

party for Mitch. I should say PARTY, because the mayhem that takes place turns Mitch into an instant campus legend.

One thing leads to another, and Mitch and his friends soon find themselves balancing their former lives with



their quest to start a brand new fraternity.

OK. You may be telling yourself that you've seen *Animal House* and every other college humor film, and it's all been done before. Maybe you're right, because there aren't too many fresh jokes here. But that didn't stop me, or anyone else in the theater for that matter, from laughing their butt off!

If you are a fan of cheap college humor, this movie is

hilarious; the comedic performances turned in by Vaughn and especially Will Ferrell are great.

The supporting cast includes Craig Kilborn, Jeremy Piven, Juliette Lewis and Andy Dick, and they also hold up their end of the deal with decent performances.

This movie is perfect for taking your mind off of Thunderbird exams and projects. If you haven't had a good laugh for some time, then please get thee to a theater without delay and don't forget to take your "new school" friends.

Starring Luke Wilson, Will Ferrell, Vince Vaughn, Jeremy Piven, Ellen Pompeo, Juliette Lewis, Leah Remini, Elisa Cuthbert, Craig Kilborn, Artie Lange, Terry Reeves, Sarah Shahi

Director Todd Phillips
Screenwriters Scot Armstrong, Todd Phillips
DreamWorks Studio
Production Company Montecito Pictures
Release Date February 21, 2003

MPAA Rating: R, for some strong sexual content, nudity and language
Running Time 91 minutes

Kidnapping: Just a ThunderMatch Technique or a Sign of Things to Come in the Future of Dating?

By the THUNDERMATCH BOARD

As Jack (names changed for the story) rubbed the sleep from his eyes he wrestled with a common dilemma in graduate school. It was Sunday morning, he was just getting the day started at 9a.m. and although he would have preferred to be thinking about how he was going to tackle the seemingly endless amount of work he needed to get done, he knew that he was going to accomplish nothing today, at least for school. Despite the fact that, as most students do, Jack had promised himself to take advantage of the day off on Friday and get some work done, or at least chip away at it Saturday, he got nothing done. Rugby game, wine club, sushi dinner, chilling by the pool...so many distractions.

A ThunderMatch consultant extraordinaire, Ethan, had called him that week to inform him that Sunday was to be left open.. Jack had been chosen for a blind date, the first one of his life, which made him even more nervous.

Clue #1: Coffee and a Clue

The phone rang at 10 am. It was Ethan. The first clue for the big rendez-vous was on his doorstep with user-friendly

instructions. He opened his door and found a café mocha and a chocolate croissant from Starbucks with a note on top of it. This consultant knew how to start the day right from the summer they spent together in Archamps the year before. Poor sleepy Jack had not had breakfast yet or even made coffee so the timing was perfect. But in order to get the coffee he was instructed to return to his closet and dress the part - jeans, boots, jean shirt, mmm...

Clue #2: Who is watching?

After the caffeine and croissant jumpstart, he headed down to the Greentree pool where he found a digital camera with a cowboy hat. An auspicious beginning. As he looked around to see who was waiting in the bushes to take pictures, he wondered where this was going. The instructions said to go the hot tub, 'get crazy and take a picture of yourself.' Now he was really getting nervous. Jack would have jumped into the water but the pool area was padlocked, clearly a sign that activity from the previous evening had angered management to the point where the pool was off-limits for the day.

Clue #3: Why you should lock your car

Jack was a good sport and took a picture of himself and followed the next clue to Dijon, his 1973 yellow Volkswagen parked in front of his house. In the glove box he found two boxes of 'vices' that he 'probably would not want to tell his grandmother about'. Blind date. Cowboy hat. Digital Camera. Vices not to be discusses with family members. He was beginning to wonder how good of a friend Ethan was in setting all this up.

Clue #4: The denouement - kidnapped

So then Jack headed out to the Greentree entrance for the final clue. Behind the flowers next to the sign on Greenway Boulevard he found a note rolled up in a rope. A flyer for the Tucson Rodeo: "I want to be a Cowgirl...so you can be my Cowboy" said the flyer, lyrics from the Boys Don't Cry 80's tune. So not only was he not getting any work done today, he was being kidnapped to Tucson. The only question was, by whom?

Just as he was trying to ingest all of this, Ethan and Hilary drive around the corner with ear-to-ear smiles on their faces. The irony of the situation was that Jack and Hilary had already spent the better part of Friday and Saturday lounging by the pool, going to see Garrison

Keilor at Cricket Pavilion for his Prairie Home Companion radio show and spending Saturday night in Tempe - the University of Arizona, Jack's alma mater, was in town to

play ASU in basketball and defend their #1 national ranking. Now they were off to Tucson for another marathon date day as well. He was just wondering when this "blind" date actually started.

Cowboy for a day

After a quick stop for fish tacos at an authentic local Mexican restaurant in Tucson, Jack and Hilary headed south of the Old Pueblo to the 78th Annual Tucson Rodeo where they took in the day's events, Jack with the noose in hand to keep Hilary in line. This was one of ten stops on the Rodeo circuit that led up to the national championships in Las Vegas in June. The world's top cowboys, from Texas to Idaho to Australia com-

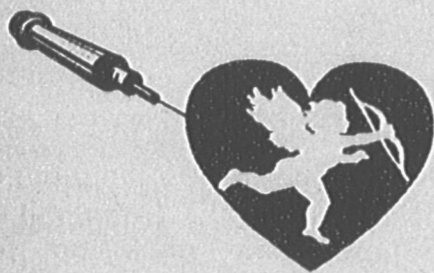


Thunderbird students get rowdy at the rodeo courtesy of ThunderMatch

peted in each one of their specialty events. Bareback Riding, Steer Wrestling and Tie-Down roping were a few examples of the day's festivities mixed in with some bull riding and clown comedy.

The Tucson Rodeo is an event lost in time and not to be missed. The year could have been 2003 or 1953. As the event program says, rodeo is the only sport based on trade skills. The ability of the cowboys (and cowgirls) to bring down steers and time them up in seconds flat impressed the crowd, especially Jack since he never had the opportunity to wrestle steers on his farm in Pennsylvania as a child. Hilary, however, was a

Continued on Page 19



Dear Dr. Love,

I was recently added to this "ThunderMatch" group. At first I had no idea what the premise of the group was. After learning more about the group I sent a request for some friends that wanted to be added to the group. The request was denied with no reason given. The next day I got an e-mail stating that it is my turn to go through a "trusted friend" to set me up on a date. So I ask the only other person in the group that I trust, Frank Spank, (names changed to protect identity) to set up the date. A day later I got an e-mail from Frank telling me my date is set up for Wednesday 7:35. I go to the designated meeting point and see Frank with two of his friends, Louie Bark and Tom Toe. I wonder to myself if I am going on a date with just one of these guys or all three. It turns out that the date is with all three guys. Now I've heard that a chaperon goes along on dates in some cultures, but were two chaperons really necessary? So I go out on the date and it was an absolute nightmare. It felt like I was in the pub with the 3 to 1 ratio on this date.

Dr. Love, now I have three guys calling me constantly all because of this club. They think I am some "easy American

girl" looking to "hook up" all because of this group I did not ask to be a part of. I even tried to Opt-Out of the group but was added back in. Dr. Love can you help me get these creeps out of my life?

Signed,
Becky Ho

Dear Becky,

Just because your name implies something, that is no reason for others to think such things about you. First I would like to say, Dr. Love has no affiliation with and does not endorse the "Thunder-Love" group. Who are these people kidding? The Dr. has years of experience on this campus and a Ph.D. to support it. Now you didn't come to T-bird to have some student teach you about I.P.E., did you? You expect the best out of T-bird and I am here to help you.

You are not the first one to complain about the social graces of some of the single guys on campus. There seems to be a lack of knowledge on the fine art of flirting. Guys take a look around; all the Latin men are married to beautiful ladies. Why, you might ask? Because these guys are smoother than a hot knife through butter.

So do yourself a favor and ask one of the Latin guys on campus to help you learn the fine art of flirting with the ladies. Believe me it works better than waiting around for 1 a.m. on Thursday night.

Best of Luck
Dr. Love

Use Your Education to Get A Date

Dear Dr. Love,

I am a lonely, shy guy on campus and I recently heard about the Blind Date Club. I thought to myself what a great way for me to meet that special someone on campus. However I have not been able to find out anything about this club. I have asked around and everyone I know has no idea how to get involved. Is this club as elusive as the Orgy Club? Dr. Love I was hoping you could help me break out of my shell and meet some interesting people on campus.
Lonely Shy Guy.

Dear LSG,

I have a few questions to ask. One, do you still have your marketing notes? If there is one thing I have learned over the years on the T-Bird campus is that it comes down to two things, marketing and finance. Why do you think that these are the two most popular specializations on campus?

First, if you do not have the finances to be driving around in a nice new fancy car, then look back on your marketing class for ideas. Do you have a marketing plan for yourself yet? Have you properly segmented the market? Are you targeting the right segment? These are all questions you must ask yourself before you venture out there. So here is what I want you to do:

Look back at Porter's Five forces to help you list your Core Competencies.

Remember what differentiates you in this overcrowded market and stick to it. Do not try and diversify, this only weakens your strengths. Remember there are plenty of different areas here at T-bird to market yourself. Each one has its own market segmentation.

The Pub is a perfect place to try your new marketing plan out. Remember though this market is a little wilder than some of the markets. Ask yourself this, is this the one I want to bring home to mom or is this the one I want to bring home for the night?

Have you tried the IBIC? This is a meat market the week before finals. Just go up and sit next to a cute girl at the table.

Hang out at the commons during the dead hour. I don't know why they call it that, the commons is jumping at that time of the day.

Lastly remember to be subtle while flirting with members of the opposite sex.
Dr. Love

*Send questions for Dr. Love
dastor@t-bird.edu*

*The doctor will be holding
review sessions on Thursday
nights from 9:00 to 10:00.*

*Dr. Love also welcomes
your advice for your fellow
T-Birds*

Grow Up And Try Something Different

Dear Dr. Love

I had sex with a fellow student for the first time one night after the pub closed, and it was great. We really connected and had a great time together blowing off steam. My problem is that I am not emotionally able to be involved in a relationship in any way, other than physical intimacy, at this time. I have very high expectations of myself for emotional attachment, and due to the strain that is placed upon all of us in the program there is no way for me to live up to my own expectations. I would like to continue to have occasional physical contact with this person, what should I do?

Signed,
Divided

Dear Have your cake and eat it too,

Your letter brings up a number of issues that when taken as a whole, paint a not so good picture of who you are. I am all for sex between two consenting adults, and what you two do on your big night after the pub closes is not really worth discussing.

But the idea that you are somehow able to have sex but yet not be involved in a relationship that involves emotional commitment is frightening to me. You further walk down the path of self-deception when you attribute your inability to commit to a relationship on the program here at school. What is an MBA program if it isn't training, a dry run, for life after school. Are you going to say to yourself, "I am too busy with work to date a nice girl / boy" and continue to relate to people in this same manner?

How about this: You own up to the fact that sex with another person is a relationship, and that you had better get used to juggling life and work early. The route you are currently taking will end up taking you to the psychologist's office or a cold slab in the morgue... Shall I make you a reservation?

My Man's Mast Is Broken and There Are No Waves

Dr. Love

I have been dating the same man for one year. I am totally happy with every aspect of him but one. My problem is that when we are having sex he ejaculates way to early. In the beginning of our relationship we would have very intense sex for nearly an hour, now I am lucky if he lasts for 3 minutes. Now, I don't mind short sex, but when the act has been reduced to what I can only describe as mechanized and dull I have got to ask

myself if there is a deeper issue running amuck here.

What do you recommend I do to put our love life back on track?

Signed,
Obsolete orgasms

Dear O.o,

I think that you may be experiencing one of three possible problems. Let's call the first one loss of showroom shine. When you buy a new car, you are excited to have it and you treat it

real nice. You would never smoke in the car and you would never eat Taco Bell while driving for fear that you would get those little fake cheese strips all over. But after one year: While drivin' you are smokin' like Castro and eatin' tacos like they were free. The luster wore off, and you showed your true self to your car. Your man may be simply showing you how he really is in bed.

Another possibility is that your man is bored with the menu. The only way to sort this

out, if this is the case, is to mix it up a little. Read a book on sex, surf the Internet for different techniques or ideas. Try something new. Change the cuisine.

The final possibility is that he is from New Zealand and his mast is broken.... Take him back to the dock for a new skipper. You don't need a project boat.

-- Dr. Love

The Thrill of a Blind Date

Continued from Page 18

rodeo regular, having lived on a ranch in Patagonia for 3 years where rodeo is the only weekend spectacle.

After a few Jack Daniels Lynchburg Lemonades and an afternoon full of southwestern entertainment, Jack and Hilary made a stop at The University of Arizona to have a tour of each of Jack's undergraduate adventures. By now Hilary's sportsmanship about being led around on the noose in public had worn off so she was let free. The sun started to set so to drag out the marathon date just a bit longer, they made their way to Dirtbag's, the UofA watering hole, for a quick bite to

eat before heading back to Phoenix.

As Jack and Hilary drove up the I-10 giddy tired, they blasted 80's tunes to remember the days of undergrad, and wondered what the other was thinking about this ThunderMatch adventure and...what next?

ThunderMatch is a new peer group on campus to encourage fun adventures, making new friends, and braving the dating scene in our small soap opera community. Email us at Kendis@global.t-bird.edu if you want to be added and learn the "rules."

"Bitch Board" by Wise Guy Things to Think About...

Why did only one person run for TSG President and Vice President and no one ran for Honor Council?

Why do Latin's seem to get all the girls on campus?

Why has TSG never published its budget?

Why do it feel I am risking my life everytime I use the gym?

Why does the Rugby team always seem to be swimming in the money?

Why has T-bird never come out with an official statement about going bankrupt?

What is all this land around the school? Do we still need a runway?

Why does Administration feel that they can squeeze 50 students into a 45 person Snell classroom?

Why are the cheaper cookies in the Commons better than the more expensive ones (not complaining)?

Why are shady alumni invited back to campus to cause issues at student events?

Are my loans going to be paid back before I get my first call to donate to the school?

Why do I find that ALL my study groups are scheduled around Cricket Matches????

What kind of racquetball court doesn't have a roof and only a street light to play by?

Please send any answers or insight to dastor@t-bird.edu

The Truth About Saint Patrick

By DEIRDRE DALY
Ireland, '03

March 17th is coming, get out your green shirt, buy the corned beef and cabbage, and decorate with leprechauns. Well, not quite. The U.S. has some customs on St. Patrick's Day that aren't all Irish, and stories the world over tell slightly altered versions of the truth about the man himself.

Here we have the top 10 myths associated with St. Patrick and the celebration of the day.

MYTH # 1 - St. Patrick was Irish and introduced Christianity to the country

St. Patrick was actually British and was the son of a Christian Roman official. He was captured by pirates, sold into slavery and brought to Ireland when he was a teenager. He managed to escape after a few years and made his way to France where he became a priest. His real name was Maewyn, he took on the name Patrick when he was ordained.

He was not the first missionary to arrive in Ireland but he was definitely the most effective. He took on the Druids (the dominant religion at the time) and destroyed them.

MYTH # 2 - The shamrock is the symbol of Ireland

Nope, the harp is the symbol of Ireland.

The shamrock is associated with St. Patrick though. He used the shamrock to explain the Christian concept of the holy trinity.

MYTH # 3 - St. Patrick drove all the snakes out of Ireland

There never were any snakes in Ireland; scholars believe that this may be a metaphor for the Druids and other pagan religions that were driven out by St. Patrick.

MYTH # 4 The Irish invented green beer and the St. Patrick's

Day parade

While I'd love to let us take credit for the whole parade idea it actually started in Boston in 1737.

In Ireland it was a very solemn religious occasion and partying was frowned upon. When parades did start, they were small community affairs.

Now things have changed. The Irish government has realized that tourists will bring lots of money to Ireland in order to see the parades so now we put on a big show. As for green beer, sad to say it has also started to appear in Ireland. However, you are more likely to find green ice-cream than green beer.



MYTH # 5 Irish people eat corned beef and cabbage on St. Patrick's Day

I never even heard of corned beef and cabbage before I came to the U.S. The story behind the myth is that when the Irish came to America they could not buy the right cut of meat for their national dish (bacon & cabbage - and no, it's not anything like breakfast bacon). Instead, they switched to a cheaper and available substitute, corned beef.

MYTH # 6 You have to wear green on St. Patrick's Day or you'll be pinched

This is another new one to me. In Ireland, we don't necessarily wear green clothes but we do wear some fresh shamrock or a green ribbon.

MYTH # 7 St. Patty's Day

Okay its not so much a myth as a horrible mispronunciation that somehow survived. If

you want to shorten the name, it is St. Paddy's Day. Patty is a girls name and the good saint would probably not be very impressed with being called by it.

MYTH # 8 Everybody in Ireland gets drunk on St. Patrick's Day

Hmm...well there is some truth to that one. Until a few years ago, it was against the law to have a pub open or to sell alcohol on St. Patrick's Day because it is a religious festival. Now that is not the case anymore and people do go out a lot more.

However, I've never seen the wholesale public drunkenness and disorder in Ireland that I saw every year in New York.

MYTH # 9 Top 'O the morning to you and other fun phrases

For all those people who have seen Darby O'Gill and The Little People, or The Quiet Man, multiple times. We do not say "Top 'o the morning to you" or "Faith & begorrah."

The phrase Erin go Braugh (another misspelling) is not one you will hear in Ireland anymore. It was adopted by the terrorists in the 1970s so is only used now by their supporters.

The correct greeting on St. Patrick's Day is "Beannactaí na Féile Padraig" (pronounced ban/ach/tee nah fay/la pawd/rick).

MYTH # 10 Everybody is Irish on St. Patrick's Day

Guess what...this one's true! Come one, come all, we are happy to have you. St. Patrick's Day is celebrated from Addis Ababa to Zürich. Who cares if you don't have any Irish ancestors? Today you get to share in the mystique and joy of being Irish.

So whether you are black or white, Muslim, Hindu or Christian on March 17th you can stand tall and say "Kiss me, I'm Irish."

Happy To Be a T-Bird Top Ten List

By THOMAS WHITAKER
U.S.A., '04

What is up with everybody's lousy attitude about getting a job after Thunderbird? I'll admit, the economy is terrible, we are on the verge of a costly war, and there are a few T-Bird graduates out there that do not have jobs.

But as I was sitting in my marketing class the first week of this trimester, the gloom and doom was getting so thick I thought I'd speak up before

someone decided to jump out of the Tower Lounge. I went out on a limb, and stuck up for Thunderbird and our job prospects after graduation. The main point of my brave monologue was this: Don't give up yet!

There are a lot of advantages to being where we are right now. A number of classmates shared the same view. Thus, in traditional David Letterman fashion, I compiled the top ten reasons to be at Thunderbird.

THE TOP TEN REASONS TO BE HAPPY YOU ARE A THUNDERBIRD

- 10) Upon graduation you will be able to understand all kinds of accents. (Indian, Korean, Japanese, "drunk," etc.)
- 9) 94% of you will have a job within six months of graduation. The other 6% will probably still be on vacation recovering.
- 8) 67% of you are living in a country other than that of your origin, which means you are seeing the world, living it up, experiencing new and unusual cultures! "Life goes by so fast, that if you don't stop and look around, you might miss it." - from the film *Ferris Bueller's Day Off*
- 7) Mark Twain once said "Don't let school get in the way of your education." Thus, be happy you are getting an education! 99.9997% (six sigma) of the world's population did not and will not ever get an MBA. We are a rare breed - be happy with that!
- 6) New desert survival techniques, the Sun Tzu's for the depressed economy.
- 5) Golfing in December... and besides you no longer need to go to the beach to get a tan, you can get one while reading your IPE books in your front yard.
- 4) You will have graduated from the #1 school of International Management ranked number 1 eight times in a row by *U.S. News and World Report!*
- 3) The average yearly income of high school graduates is \$23,000. The average yearly income of college graduates is \$37,000. The average yearly income of MBA grads is \$52,000. Recent words from a wise CEO, "What you are doing right now is right on. This is a great opportunity you have there at Thunderbird, in four or five years you all will be making so much money you won't know what to do with it." Think about that.
- 2) You no longer have to worry about what to do with all that cash on hand, or how to invest all that liquidity you had saved up. Think of the 3.5% interest rate on your student loans. That's great! Only five years ago you'd be paying 8%! Besides, in twenty years you can laugh with your kids that you only spent fifty grand on graduate school. *and the number one reason to be glad you're a Thunderbird is...*
- 1) You've learned the elusive secret to becoming filthy rich - Supernotes!

Registration Is Coming Soon - Important Dates and Facts to Remember

By AARON WELLING
U.S.A., '03

**First Half Final Exams:
March 10 - 13**

Finals for the first half are fast approaching. The dates for these exams are March 10th through the 13th. For a list of times and locations for each exam, please refer to the Registrar's department page on MTB.

**Drop/Add for 2nd Half:
March 17 - 21**

Students who started at Thunderbird before Spring 2003 will be able to drop/add 2nd half classes beginning March 17th and ending March 21st. Students who began in Spring 2003 with the exception of Dual Degree/Post MBA, will not be

able to drop/add as your courses have been blocked registered at the beginning of the Trimester. Drop/Add is available on Access Thunderbird and EPOS (602-978-7655).

Withdrawal deadlines

Full Trimester courses - Friday, March 21 at 4:00pm - In Person
Second Half courses - Friday, April 11 at 4:00pm - In Person

If you plan to withdraw from a course, stop by the front desk in Student Services and pick up a withdrawal card (blue). Please make sure that you get the faculty signature before the deadline..

It's Coming!

Summer 2003 Priority Registration

March 31 - April 4

**Check the Registrar Department page
on MTB for more information**

Don't wait until it's too late!

Prepare now!

**Priority Registration:
March 31 - April 4**

Priority Registration for Summer Trimester is fast approaching and the dates are March 31 - April 4.

During this time you will be registering for Summer

2003 Trimester classes. For more information about this process, please go to the Registrar department page on MTB and click on Registration Information.

A reminder email will be sent out the week of March 17 about priority registration and it will also include your pin number that you will need for Priority Registration. Please make sure that you save the email as pin numbers are not provided during Priority Registration.

If you need assistance in selecting the courses you need to take during the Summer 2003 Trimester, please go to the Academic Advising site on MTB. You can look along the left side

of the home page for your starting trimester at Thunderbird. Once selected, you will find the degree audit worksheets for each Focus Area along with Academic Planning Worksheets. These will help you in deciding which courses you will need to complete your program. Make sure you look at Prerequisites!

**Second Half and Full Term
Finals:
April 28 - May 1**

Before you make final plans for your Summer break, be sure to check the final exams schedule for the Spring 2003 Trimester which are being held April 28th to May 1st. The times and locations for each exam can be found on the Registrar's department page on MTB.